

DRAFT PRESS RELEASE:

May 15, 2006

VIACOM OUTDOOR CANADA HAS A NEW NAME. AS OF MAY 15, 2006 TO BE CBS OUTDOOR CANADA.

Viacom Outdoor Canada will change its name to CBS Outdoor Canada, a division of CBS Canada Holdings Inc., effective May 15, 2006. The change follows the division of Viacom Inc. in the U.S. on December 31, 2005 into two separate companies: Viacom Inc. and CBS Corporation. CBS Outdoor is a division of CBS Corporation and is among the world's largest out-of-home media companies providing unparalleled media opportunities in the United States, Canada and Mexico as well as across Western Europe with a strong presence in the United Kingdom, Ireland, France, Italy, the Netherlands and Spain. The company has recently expanded into China where it sells advertising on 5700 buses in Beijing.

The name change will not impact our Canadian operation in any way.

“Our name is changing but other than that it’s business as usual for us. Our business hasn’t changed at all and the people that run the business are exactly the same. We’ll continue to provide the same high quality of service our industry partners have always counted on. We’re proud to be a part of CBS Outdoor because we know it’s a name that Canadians are familiar with and associate with the same high caliber of media products that we have consistently delivered for our clients.”

Nick Arakgi – General Manager CBS Outdoor Canada

CBS Outdoor Canada is the largest traditional Out-of-Home operator in Canada with a 46% share of media inventory (Source: COMB October 2005 Market Data Report), providing coverage in every major market. While the name is new, the company itself celebrated its 100th anniversary in 2004, tracing its roots back to the E.L. Ruddy Company founded in 1904, an occasion and history that lend credence to the corporate motto “Always On.”

“Out-of-Home advertising works 24/7, you can’t switch the channel or time shift us. Out-of-Home has thrived over the years. While other media fragment and suffer from emerging technologies, Out-of-Home continues to reach consumers on both a mass and a niche scale. If anything, technology has helped us because we’re using it to enrich our knowledge of how Canadian consumers use Out-of-Home. We can reach everyone or zero in on very select consumer target groups. Out-of-Home is Always On.”

Michele Erskine – Marketing Director CBS Outdoor Canada

Bottom line, the name has changed but other than that it’s business as usual at CBS Outdoor Canada.

About CBS Outdoor Canada

CBS Outdoor is Canada's leading Outdoor advertising company. Over 100 years old, CBS operates over 100,000 advertising display faces across Canada on products including Posters, Backlights, Permanents, Superboards, Wall Murals, Transit Shelters, buses and subways. CBS Outdoor provides full service support including vinyl and lithographic in-house production. In addition to Canada, CBS Outdoor operates over one million outdoor and transit display faces, in the top 50 U.S. markets, Mexico, England, Ireland, France, Italy, Norway, the Netherlands, Spain and most recently China.

For more information contact:

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