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MTV AND WAL-MART JOIN FORCES TO PRESENT “EVERYDAY GREEN”

MTV’s Broadway Store Transforms into an Eco-Friendly Exhibit Designed to Show Consumers How to Work “Green” into their Everyday Lives

NEW YORK, NY – October 23, 2006 -- MTV: Music Television and Wal-Mart Stores Inc. today announced “Everyday Green,” a unique joint initiative designed to promote sustainability and demonstrate to consumers how to work environmentally-friendly products into their lives. MTV’s New York City store, located in the heart of Times Square on the corner of Broadway and 44th Street, has been transformed into an eco-friendly exhibit using environmentally-conscious products.

“We have always worked with our audience to bring attention and action to issues that are important to them and this year the MTV audience has emphatically stated that environmental issues are their top concern,” said Christina Norman, President, MTV. “The ‘Everyday Green’ initiative with Wal-Mart is an amazing forum to help spread the word on how people can make smart, everyday choices that can make a measurable difference toward improving the world.”

“MTV connects with the youth generation in a deep, interactive way unlike any other company which makes them the perfect partner for this unique, educational exhibit,” said John Fleming, EVP of Marketing and Consumer Communications at Wal-Mart Stores Inc. “At Wal-Mart, we’ve established simple and straightforward environmental goals to sustain our environment and through the “Everyday Green” exhibit MTV will lend their voice to help share our goals with young people so that together we can make an enormous difference for the future of our planet.”

The “Everyday Green” eco-friendly exhibit will run from October 23 through November 10 and is free to consumers. “Everyday Green” was conceptualized and designed by Pompei A.D., a New York based architecture, design and experience branding firm responsible for the creation of innovative retail and cultural environments around the world.

“The collaboration between Wal-Mart and MTV reflects the growing awareness and activism within contemporary culture,” said Ron Pompei, Creative Director of Pompei A.D. “With ‘Everyday Green,’ we are excited to be part of a team committed to participating in this important and relevant transformation of the everyday market place.”

Consumers can view the exhibit, learn about the products and get their photos taken when they pledge to do their part and spread the word. The “sculptures” in the exhibit include the following:

- **CF Light Bulbs** – It's electric! The room lights up with these energy efficient and environmentally friendly lighting alternatives.
- **Bike Powered Light Wall** – A new incentive to hit the gym! See how stationary bikes can be used to power an entire wall of CF light bulbs.
- **Phantom Energy/Power Strip** – What a waste! Check out all of the household appliances sucking out electricity when you're not home.
- **Reusable bag** – A whirlwind of a display showing 360 plastic bags funneling into one canvas tote demonstrating how many bags can be saved by one person each year.
- **Bamboo/Indoor Foliage** – Feng Shui. This display of bamboo plants brighten up the room and keep you alive too! See how plants filter harmful substances, create oxygen and reduce stress levels.

In addition to the displays, the store will also feature organic t-shirts, recycled paper products, re-useable water bottles and coffee mugs, Toshiba RoHS lap tops, Phillips LCD TVs and more!

“Everyday Green” is yet another element of MTV’s on-going commitment to addressing the #1 concern for today’s young people, improving the environment. In addition to this exhibit, MTV has also arranged to offset 100% of the store’s 2006 (or annual) carbon footprint with renewable energy credits through *NativeEnergy*. On Earth Day, April 22, 2006, MTV launched *Break the Addiction*, a year long campaign and 12-step program to engage young people to make smart, every day choices that both improve their life and help to curb the impact of global warming and preserve our environment. More information can be found at www.think.mtv.com.

About Wal-Mart Stores, Inc.

Every week, more than 176 million customers visit Wal-Mart Stores, Supercenters, Neighborhood Markets, SAM’S CLUBS or a subsidiary location in 15 countries around the world. In each of the countries where Wal-Mart operates, the company and its Foundation are committed to a philosophy of operating globally and giving back locally. Wal-Mart (NYSE: WMT) is proud to support the causes that are important to customers and associates right in their own neighborhoods, and last year gave more than \$270 million to these local communities. To learn more, visit www.walmartfacts.com, www.walmart.com or www.walmartfoundation.org.

About MTV Networks

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world’s leading creators of programming and content across all media platforms. MTV Networks, with more than 120 channels worldwide, owns and operates the following television programming services – MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks are trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products

businesses and its more than 95 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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CONTACTS:

Jay Jay Nesheim

MTV

212-846-7166

Jayjay.nesheim@mtvstaff.com

Jolanda Stewart

Wal-Mart Stores, Inc.

800-331-0085

Jolanda.Stewart@wal-mart.com