VIACOM

October 25, 2010

Dear Shareholder:

Viacom Inc. ("Viacom") is pleased to announce a **voluntary** program through which shareholders owning fewer than 50 shares of Viacom Inc. Class B ("Viacom Class B") common stock may conveniently sell all their shares, purchase enough additional shares to increase their holdings to 50 shares, or make a charitable donation of their shares to ShareGift USA.

Many of our stockholders owning fewer than 50 shares received them as a result of our separation from CBS Corporation on 12/31/05. While we value all of our stockholders, we realize that you may wish to liquidate your shares, and the inconvenience and cost of brokerage commissions may be deterring you from doing so. Similarly, the inconvenience and cost may be deterring you from adding to your Viacom investment. For these reasons, we are offering you this **voluntary** program which is being managed by Georgeson Inc. ("Georgeson") in conjunction with Computershare Trust Company, N.A. ("Computershare") as Paying Agent. Please note that if you hold less than 50 shares of each of Viacom Class A and Class B, you will receive two separate mailings regarding this program.

To participate in this voluntary program, please contact your broker or account representative and inform them of your decision to sell, purchase, or donate shares through this special program. Shares held in any Viacom-sponsored employee benefit plan are excluded from this program.

All terms of the program are contained in this letter and its Questions and Answers section on the reverse side. If you have any further questions or would like public information about Viacom, please call your broker or account representative.

Sincerely,

James Bombassei
Senior Vice President, Investor Relations

TO PARTICIPATE IN THIS PROGRAM,
PLEASE CALL YOUR BROKER OR ACCOUNT REPRESENTATIVE
BY NOVEMBER 17, 2010.

QUESTIONS & ANSWERS

1. If I do not wish to participate in this program, must I return anything?

No, Because the program is voluntary, you are under no obligation to reply.

2. How do I sell ALL my Viacom Class B shares?

To sell your shares, you must contact your broker or account representative and inform them of your decision to sell through this special program.

3. How do I purchase Viacom Class B shares to increase my holdings to 50 shares?

To purchase enough shares to reach exactly 50 shares, you must contact your broker or account representative and have them submit a purchase deposit payable to: **COMPUTERSHARE.** The purchase deposit is equal to **$45** multiplied by the number of shares being purchased. The difference between the actual purchase price, including the processing fee (described below), and the purchase deposit will either be refunded or billed.

4. How do I donate my shares to ShareGift USA?

You must contact your broker or account representative and inform them of your decision to donate your shares through this special program. ShareGift USA is a 501(c)(3) charitable organization that distributes the proceeds from the sale of donated shares to a variety of recognized US charities, which focus on health (Alzheimer's Association, Juvenile Diabetes Research Foundation), education (Teach for America), human services (Feeding America), international (Room to Read), and the environment (Trust for Public Land). Viacom and Georgeson make no endorsement of these charities and cannot provide tax advice for the sale or donation of your shares. You will be provided with appropriate documentation of your charitable donation for tax purposes. For more information on ShareGift USA, please visit http://www.sharegiftusa.org.

5. What will I be paid or will I pay for Viacom Class B shares?

On a daily basis, shares submitted for sale will be matched to shares requested for purchase by other participating stockholders. Each business week, the balance of shares not matched on a particular day will be traded in the open market throughout the week and, if necessary, for a few days afterwards (the "trading period"). (Please note that authorizations to participate received over a weekend/holiday will be processed with items submitted in the following week.) A weighted average price will be determined for each week by the market trades for the relevant trading period and will be the price stockholders will be paid or will pay. The weighted average price will vary from week to week. With weighted averaging, the per share price is obtained by dividing the aggregate dollar amount of all market sales (or purchases) for participants within a trading period by the total number of shares sold (or purchased) on behalf of participants within that same trading period. Regardless of whether you purchase or sell your shares, a processing fee of $2 per share (up to a maximum of $45 per account) will be deducted to defray the cost of this program. The actual price per share cannot be known or guaranteed in advance. No processing fees will be assessed to shares donated to ShareGift USA.

6. What is the current price of Viacom Class B common stock?

Viacom Class B common stock is listed on the NYSE and trades under the stock symbol "VIA-B." The closing price on October 20, 2010 was $41.55.

7. How much time do I have to participate?

The program will expire on **NOVEMBER 19, 2010**, unless extended. Your broker may need additional time to process your request, so we suggest you indicate your decision, if any, no later than November 17, 2010.

To participate, please call your broker or account representative.

THE PROGRAM AND THE MATERIALS RELATED THERETO DO NOT CONSTITUTE AN OFFER TO PURCHASE, OR THE SOLICITATION OF AN OFFER TO SELL, SHARES IN ANY JURISDICTION IN WHICH, OR TO OR FROM ANY PERSON TO OR FROM WHOM, IT IS UNLAWFUL TO MAKE SUCH OFFER OR SOLICITATION UNDER APPLICABLE SECURITIES OR BLUE SKY LAWS. VIACOM INC. RESERVES THE RIGHT TO EXTEND, AMEND AND/OR TERMINATE THE PROGRAM AT ANY TIME, AS WELL AS THE RIGHT TO REJECT OR WAIVE ANY IRREGULARITIES OF ANY TRANSMITTAL NOT IN PROPER ORDER. ALL PROCESSING FEES COLLECTED DURING THIS PROGRAM WILL BE USED TO OFFSET THE PROGRAM'S EXPENSES. SUCH EXPENSES INCLUDE, BUT ARE NOT LIMITED TO, GEORGESON INC.'S MANAGEMENT FEE, PRINTING, POSTAGE, DATA PROCESSING, TELEPHONE, STOCK TRANSFER, INSPECTION OF TRANSMITTALS, CURING OF DEFECTS, CHECK ISSUANCE, AND BROKER-RELATED COSTS. NEITHER VIACOM INC., NOR GEORGESON INC., NOR COMPUTERSHARE TRUST COMPANY, N.A. MAKES ANY RECOMMENDATION AS TO YOUR PARTICIPATION IN THE PROGRAM OR IS UNDER ANY OBLIGATION AS A RESULT OF THIS PROGRAM TO PROVIDE ANY UPDATES OR OTHER INFORMATION DIRECTLY TO PERSONS CONSIDERING WHETHER TO PARTICIPATE IN THE PROGRAM. SHARES HELD IN ANY VIACOM INC.-SPONSORED EMPLOYEE BENEFIT PLAN ARE EXCLUDED FROM THIS PROGRAM..