

# VIACOM INC. CLASS B

October 25, 2010

To Brokers, Banks and Other Nominees:

Since you are the holder of record as of October 13, 2010, in order to participate in the program on behalf of your NOBO and your OBO accounts, you should complete, execute and return the enclosed Letter of Transmittal prior to the expiration of the program, which is **NOVEMBER 19, 2010**, at 5:00 p.m. EST, unless extended.

For ease of transmittal, many brokers, banks, and nominees may access the Depository Trust Company's ("DTC") Automated Tender Offer Program ("ATOP"). Broker, bank, or nominee reorganization departments will be able to utilize this system to submit tenders on behalf of their beneficial holders. 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.

**To obtain additional copies of all materials or if you have general questions concerning the offer, please call (888) 349-9062.**

**The CUSIP number is: 92553P-20-1  
THE PAYING AGENT IS:**

***Computershare Trust Company, N.A.*  
ATTN: VIACOM INC. CLASS B  
Oddlot Program  
250 Royall St  
Canton, MA 02021**

Please note that Georgeson will not reimburse costs associated with the servicing or mailing of this Program information to your clients. Your cooperation is appreciated.

Sincerely yours,

**Viacom Inc.**

Enclosures:

Letter to Shareholders with Questions & Answers section  
Broker Letter of Transmittal