

CBS SPORTS SET FOR THE “MADNESS” ... SHOWTIME STARS AT SXSW ... MORE

CBS SPORTS SETS THE TABLE FOR MARCH MADNESS



For the ninth consecutive year, **CBS Sports** and **Turner Sports** will provide live coverage of all 67 games from the **2019 NCAA Division I Men’s Basketball**



Championship across four national television networks – **CBS, TBS, TNT and truTV** – with all games streamed on **NCAA March Madness Live**. CBS will televise the **NCAA Final Four® National Semifinals** on Saturday, April 6, and then the **National Championship** on Monday, April 8, from Minneapolis, Minn. This marks the fourth time that Minneapolis will

host the Final Four and the first time since 2001. On-site Final Four studio coverage airing on CBS on Saturday will begin with **At the Final Four** presented by Infiniti from 3:00-4:00 PM, ET, followed by the **Final Four Show** from 4:00-6:00 PM, ET. The **Capital One Championship Central** pregame show will air at 8:30 PM, ET, leading into the **National Championship** game on Monday. The **Regional Final** games will once again be split by CBS and TBS. TBS will air the games on Saturday, March 30, beginning at 6:00 PM, ET, while CBS will televise the games on Sunday afternoon, March 31, starting at 2:00 PM, ET. ... Coverage of the **2019 Division I Men’s Basketball Championship** will begin with a one-hour **Selection Show** on Sunday, March 17, from 6:00-7:00 PM, ET on CBS. Host **Greg Gumbel** will be joined by analysts **Clark Kellogg** and **Seth Davis**.

CBS Sports and **Turner Sports** will once again feature a marquee lineup of announcers for their ninth year of combined coverage of the **NCAA Division I Men’s Basketball Championship**. This year’s **NCAA Final Four National Semifinals** on Saturday, April 6, and **National Championship** on Monday, April 8, from Minneapolis, Minn. will be televised on CBS. **Jim Nantz, Grant Hill, Bill Raftery** and reporter **Tracy Wolfson** will call the **Final Four National Semifinals** and **National Championship** for the fifth consecutive year. In addition **Jim Jackson** has been added as **Game Analyst** for **First Four, Rounds 1 & 2**, and **Rules Analyst Gene Steratore** is joining the **2019 NCAA Tournament** coverage. **Greg Gumbel** and **Ernie Johnson** again will host studio coverage from the **CBS Broadcast Center** in New York City during the first full week of the tournament, joined by **Clark Kellogg, Charles Barkley** and **Kenny Smith**.

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SHOWTIME HOUSE STARS AT SXSW



At the recent **South by Southwest® (SXSW®)** festival and conference, the SHOWTIME “House Of Music” celebrated SHOWTIME music documentaries SHANGRI-LA and WU-TANG CLAN: OF MICS AND MEN, with curated music inspired by about legendary music producer **Rick Rubin**. In addition, SHOWTIME House showcased BLACK MONDAY and THE CHI with performances from THE CHI star **Jacob Latimore**, Grammy® Lifetime Award Winner and Rock & Roll Hall of Famer **Mavis Staples** and **DJ Spinderella**. Plus SHOWTIME threw a SHAMELESS party featuring a performance by **Andrew W.K.**

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- **NCAA March Madness Live** – the exclusive live streaming suite of products managed by **Turner Sports**

in partnership with **CBS** and the **NCAA** – is ready to provide college basketball fans with more offerings than ever before.

NCAA March Madness Live will live stream all 67 games across more platforms than ever -- a record 17 platforms -- including **Android TV** and **Oculus Go**. Additional platforms include: **iPhone**, **iPad**, **Apple TV**, **Apple Watch**, **Android handset**, **Android tablet**, **Amazon Echo family of devices**, **Amazon Fire tablets**, **Amazon Fire TV**, **Chromecast**, **Samsung Gear VR**, **mobile web**, **Roku players** and TV models, **desktop web** and **Xbox One**. Viewers may register using their TV provider login credentials.

March Madness Live, presented by **AT&T**, **Capital One** and **Coca-Cola**, will **Extend Fast Break™** through the first weekend of the NCAA Tournament and will add mobile web streaming ... Plus, new **BracketIQ Tools** – Matchup Analysis and **Bracket Persona** – will utilize stats and data to provide deeper insights into fan picks.



- On Saturday, March 9, **CBS Sports Network**, the 24-hour home of CBS

Sports, began “Bracket Week Presented by Kubota,” highlighted by televising a combined eight NCAA men’s and women’s tournament conference championship games – more than ever before – leading into Selection Sunday. Coverage included three automatic bids to the Men’s NCAA Tournament, as the Colonial Athletic Association, Conference USA and Patriot League crowned their conference champion on the network.

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RAD AND THE CBS SPORTS NETWORK HOST BLACK HISTORY MONTH SCREENING



Photo above: (L-R) Kyle Copeland-Muse, Cecil Harris, Leslie Allen, Mike Stypulkoski, Emilie Deutsch and Barbara Matos

On Feb. 26, in celebration of **Black History Month** (February), **RAD**, together with **CBS Sports Network**, hosted a Screening of **ALTHEA & ARTHUR**, a CBS Sports Network

Documentary about the barrier-breaking careers of tennis icons **Althea Gibson** and **Arthur Ashe**. The screening was followed by a Q&A panel discussion with producer **Mike Stypulkoski**, former WTA players **Leslie Allen** and **Kyle Copeland-Muse**, plus **Cecil Harris**, author of *Charging the Net: A History of Blacks in Tennis*. The panel was moderated by **Emilie Deutsch**, Vice President Original Programming and Features, CBS Sports and CBS Sports Network. "It was an inspiring evening of stories from those who knew Althea and Arthur," said **Barbara Matos**, Vice President, Diversity and Inclusion, who Chairs RAD.

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On the women's side, **Conference USA, Mid-American, Patriot League, Southland** and the **Mountain West** – for the first time since 2014 – have been awarded automatic bids to the Women's NCAA Tournament.

Once again, CBS Sports Network televised the quarterfinals and semifinals of the Mountain West Men's conference tournament, adding to Bracket Week coverage that included action from the **Missouri Valley, Atlantic 10** and the aforementioned Colonial, Conference USA, Mid-American, Patriot League and Southland conferences.



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TELEVISION



● **CBS** was once again the most-watched network during week 24 of the 2018-2019 broadcast season. CBS has been the most-watched network for seven out of the past eight weeks. Season-to-date, CBS is first with 9.27 million viewers, and NBC is second (7.76m), followed by FOX (6.10m) and ABC (5.57m). (Source: NTI)



● **CBS** has announced that the fourth season of comedy series *LIFE IN PIECES* will premiere with two original episodes, Thursday, April 18 (8:30-9:00 and 9:30-10:00 PM, ET/PT). On April 25, *LIFE IN PIECES* will begin airing in its regular time period on Thursdays at 9:30-10:00 PM, ET/PT. The multi-generational comedy – starring **Dianne Wiest, James Brolin, Zoe Lister-Jones, Colin Hanks, Angelique Cabral, Thomas**

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Sadoski, Betsy Brandt, Dan Bakkedahl, Niall Cunningham, Holly J. Barrett, Giselle Eisenberg and Hunter King -- was the most-watched program in its 9:30 PM time period on CBS' dominant Thursday last season, and ranks as one of the top 10 comedies on broadcast television.

PUBLISHING



● **Howard Stern's** first book in more than twenty years, *Howard Stern Comes Again*, will be published by **Simon & Schuster** on May 14. *Private Parts*, published in 1993, was at that time the fastest-selling book in the history of Simon & Schuster, spending 20 weeks on *The New York Times* bestseller list—all the more remarkable considering that several national accounts refused to sell the book. Stern's follow-up, *Miss America*, released in 1995, sold even faster. **Barnes & Noble** recorded 33,000 sales on publication date—a one-day record for the chain at that time. *Miss America* spent 16 weeks on *The New York Times* bestseller list.

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CAUTIONARY STATEMENTS REGARDING FORWARD-LOOKING STATEMENTS

This newsletter may include "forward-looking statements" within the meaning of section 27A of the Securities Act of 1933 and section 21E of the Securities Exchange Act of 1934. Forward-looking statements inherently involve risks and uncertainties that could cause actual factual results to differ materially from the forward-looking statements, including those due to changes in economic, business, competitive, technological, strategic and/or regulatory factors, and other factors affecting the operations of the businesses of the CBS Corporation. CBS Corporation's news releases and filings with the Securities and Exchange Commission including but not limited to its most recent Form 10-K, Form 10-Qs and 8-Ks, contain a description of factors that could affect future results. The forward-looking statements are made only as of the date of this document and we do not undertake to update any forward-looking statements to reflect subsequent events or circumstances. For more information about CBS Corporation, see the Company's news releases and filings with the Securities and Exchange Commission which can be found on the CBS Corporation website, www.cbscorporation.com, in the "News" and "Investor Relations" sections, respectively.