CBS Films’ supernatural thriller released on Feb. 3, THE WOMAN IN BLACK -- starring Daniel Radcliffe (HARRY POTTER), directed by James Watkins (EDEN LAKE) and written by Jane Goldman (X-MEN: FIRST CLASS) -- is the division’s most successful film to date, grossing $20.9 million during its first three-day weekend (2/3-2/5) and finishing in second place. Box office take to date (through 2/21) is $46,404,794, and the film will continue to play in theaters for weeks to come. (Source: Rentrak)

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Based on the 1983 novel by Susan Hill, THE WOMAN IN BLACK follows the story of a young lawyer (Radcliffe) who travels to a remote village where he discovers that the vengeful ghost of a scorned woman is terrorizing the locals.

“The WOMAN IN BLACK is a welcome addition to the old canon; renouncing innovation, embracing anachronism, it’s almost The Artist of ghost movies.” – Richard Corliss, Time

“The WOMAN IN BLACK is a tasteful, old-school frightener, emphasizing suspense and foreboding over blood and guts.” – Claudia Puig, USA Today

In Other CBS Films News...

- Takashi Shimizu’s low-budget thriller, 7500, will be released in theaters nationwide on Aug. 31. As previously reported, behind the camera are screenwriter Craig Rosenberg (“Lost”), producer Taka Ichise (“The Grudge”) and Roy Lee (“The Ring”).

RATINGS HIGHLIGHTS: For the week of Feb. 13, the CBS EVENING NEWS WITH SCOTT PELLEY beat “ABC World News” in A25-54 -- the first time the broadcast has finished ahead of “ABC World News” in this demo since the week of Sept. 25, 2006. Season-to-date, the broadcast continues to be the only network evening news broadcast to post year-to-year ratings increases among HHs, viewers and A25-54. (Source: NTI) ... CBS Sports’ final round coverage of the PGA TOUR’s NORTHERN TRUST OPEN on Sunday, Feb. 19, posted the highest viewer average (6.2 million) and highest HH rating for the tournament’s final round in nine years (Source: NTI preliminary)

And... Looking towards March Madness, for the second consecutive year, all 67 games of the NCAA Division I Men’s Basketball Championship will be televised across four television networks in their entirety -- CBS, TBS, TNT and truTV. All games airing on CBS will be available for free on CBSports.com.

CBS CORPORATION REPORTS STRONG 4th QUARTER AND FULL YEAR 2011 ADJUSTED RESULTS

On Feb. 15, CBS Corporation reported results for the fourth quarter and full year ended December 31, 2011. Among the highlights: Fourth quarter earnings per share (EPS) of $.57 were up 24%; fourth quarter operating income before depreciation and amortization (OIBDA) of $837 million was up 9%; full year EPS was a company record at $1.94, up 75%; and full year OIBDA of $3.1 billion was up 32%

"2011 was a record year for CBS, and we’re confident 2012 will be even better," said CBS President and Chief Executive Officer Leslie Moonves. "In the fourth quarter, margins continued to expand, and EPS continued to grow. And we’ve recently taken strategic steps to accelerate our growth in what we see as an improving marketplace. We’ve reached another key retransmission agreement, and we’ve extended our NFL contract well into the future. In addition, the performance of the CBS Television Network in the first half of this season was the industry’s best in decades. Plus, as the election season progresses and the automotive rebound continues, our local businesses will continue to improve. What’s particularly exciting, however, is our ability to capitalize on the fundamental changes in our business model, meaning that the ways we get paid for our content are becoming more lucrative all the time. As our momentum builds and our revenue mix becomes more steady and recurring, we are positioned to enhance margins, drive earnings, and return significant value to our shareholders for many years to come."

Reconciliations of non-GAAP measures to reported results are included at the end of the earnings release for the fourth quarter and full year 2011, which can be found in the Investors section of cbscorporation.com.
their new skills. With new visual features including Speak Easy, Flash Cards, and Quick Match, Pimsleur Unlimited reinforces the fundamental elements of the Pimsleur Method core vocabulary, graduated recall, anticipation and organic learning to help users develop and maintain language skills. It also provides the opportunity for joining live sessions with native speakers in Pimsleur’s all-audio chat rooms. Pimsleur Unlimited programs are available for Microsoft Windows and the Mac operating systems in Spanish, French, Italian and German. They can be found at Barnes & Noble stores or online at Pimsleur.com, PimsleurUnlimited.com, or BarnesandNoble.com.

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On Wednesday, Feb. 29, the CBS Diversity employee network group RAD (Respect, Appreciation, Development) and The Smithsonian Channel (co-owned by SHOWTIME and The Smithsonian Institution) are sponsoring a special screening of "MLK: The Assassination Tapes" at CBS headquarters in New York (51 West 52 St. Studio 19, 6:00-7:30 PM). Featuring a remarkable collection of recently rediscovered footage, the documentary revisits the tumultuous events surrounding one of the most shocking assassinations in American history. All employees interested in attending the screening please RSVP to: cbsrad@cbs.com.

In Other Black History Month News....

- Among the many CBS Cares PSA’s airing in honor of Black History Month (February), CRIMINAL MINDS star Shemar Moore celebrates engineer Elijah J. McCoy, responsible for more than 50 U.S. patents. To view the PSA go to http://tinyurl.com/8djd9km. ... Other CBS Cares Black History PSAs in February celebrate African American playwright and author of political speeches Lorraine Hansberry (“A Raisin in the Sun”); Marian Anderson, one of the most celebrated singers of the 20th century; and film actor, director, poet, playwright, and social activist Ossie Davis.

- Each Thursday and Friday night in February, SHOWTIME is mounting its annual initiative featuring programming spotlighting the Black experience. Highlights include a documentary, introduced by NBA great Kareem Abdul-Jabbar and narrated by Jamie Foxx, that chronicles the rise of the Harlem Renaissance, the first all-Black pro-basketball team to win a national championship.

KPIX CELEBRATES BLACK HISTORY MONTH

More than 300 community members attended the Feb. 2 Black History Month celebration held at KPIX-TV San Francisco. In the photo above are [l-r] KPIX-TV Anchor Ken Bastida, Anchor/Reporter Elizabeth Cook, Event Emcee and Reporter Cristin Ayers, Consumer Reporter Julie Watts and GM/President Ron Longinotti. Also on hand were CBS Senior VP and Chief Diversity Officer Josie Thomas and Market Director of Communications Akillah Bolden-Monifa, wrote a blog on the event for the CBS Diversity site.

OUTDOOR

OUTDOOR HEAD SCRATCHER: For Calgary based client Rawlco Radio, CBS Outdoor Canada had residents scratching their heads this January with simple and bold 2-color ads shouting "Wake up", "Get up" and "What's up?" These provocative questions were followed up by a second tier of the campaign which revealed “up! 97.7FM” logos on displays throughout the Calgary metro area. "Our intention was to get Calgary’s attention by using Outdoor advertising," explained Kent Newsom, VP/General Manager, up! 97.7FM. The campaign generated a great deal of attention and sparked interest from local TV stations as well as social media Twitter and Facebook.

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 involve risks and uncertainties that could cause actual factual results to differ materially from the forward-looking statements. CBS Corporation's news releases and filings with the SEC including its most recent Form 10-K and Form 10-Qs, 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. For more information about CBS Corporation, see the Company's news releases and filings with the SEC which can be found at www.cbscorporation.com, in the "News" and "Investor Relations"sections, respectively."