GAME ON!
CBS TAKES THE FIELD TO SHOWCASE
THE BIG GAME FROM THE BIG EASY

CBS SPORTS culminates its coverage of the
2012-2013 NFL season with SUPER BOWL
XLVII this Sunday, Feb. 3 from the
Mercedes-Benz Superdome in New
Orleans (6:30 PM, ET kick-off). This will be
the Network’s 18th Super Bowl broadcast
overall.

CBS Sports’ Jim Nantz and Phil Simms will
call the action. This marks the third time in
his 28-year CBS Sports broadcasting career
that Nantz calls play-by-play for the Super
Bowl, and his fifth Super Bowl overall for the
Network. Simms provides analysis for his
seventh Super Bowl, and his fifth for CBS
Sports. Nantz and Simms are joined on the
broadcast by NFL ON CBS analysts Steve
Tasker and Solomon Wilcots serving as
sideline reporters.

FIELDING A WINNING TEAM (l-r) Jim Nantz,
Phil Simms, Shannon Sharpe, Dan Marino,
James Brown, Bill Cowher and Boomer
Esiason. To view a video clip on CBS’s Super
Bowl XLVII coverage click on photo or go to
http://tinyurl.com/acehso2

(Continued on page 2)
MOST-WATCHED EVENT IN TELEVISION HISTORY
SUPER BOWL BROADCASTS COMPRISSE FOUR OF THE TOP 5 ALL-TIME VIEWED PROGRAMS.

TOP 5 ALL-TIME PROGRAMS

<table>
<thead>
<tr>
<th>NETWORK</th>
<th>PERS 2 (000)</th>
<th>AVERAGE AUDIENCE</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SUPER BOWL XLVI</td>
<td>NBC</td>
<td>111.3 MILLION</td>
<td>2/5/12</td>
</tr>
<tr>
<td>2. SUPER BOWL XLV</td>
<td>FOX</td>
<td>111.0 MILLION</td>
<td>2/6/11</td>
</tr>
<tr>
<td>3. SUPER BOWL XLVII</td>
<td>CBS</td>
<td>106.5 MILLION</td>
<td>2/10/12</td>
</tr>
<tr>
<td>5. SUPER BOWL XLIII</td>
<td>NBC</td>
<td>98.7 MILLION</td>
<td>2/1/09</td>
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Pre-Game Action: The schedule of CBS Sports’ seven hours of pre-game coverage of Super Bowl XLVII is as follows:

- 11:00 AM, ET: ROAD TO THE SUPER BOWL is NFL Films’ annual look back at the greatest sights and sounds of the 2012 NFL season.
- 12:00 NOON, ET: NEW ORLEANS: LET THE GOOD TIMES ROLL sponsored by Pepsi. CBS Sports celebrates New Orleans in this special one-hour program hosted by internationally-acclaimed musician and multiple Grammy-winner Wynton Marsalis.
- 1:00 PM, ET: PHIL SIMMS ALL-IRON TEAM: SUPER BOWL EDITION sponsored by GEICO with Simms and Nantz presenting some of the greatest stories in Super Bowl history.
- 2:00-6:00 PM, ET: THE SUPER BOWL TODAY, the Network’s live pre-game studio show with James Brown along with Dan Marino, Boomer Esiason, Shannon Sharpe, Bill Cowher, as well as Greg Gumbel, NFL Insider Jason La Canfora, and reporters Lesley Visser, Tracy Wolfson, Steve Tasker and Solomon Wilcots.
- 6:00 PM, ET: SUPER BOWL ON CBS KICK-OFF SHOW sponsored by Hyundai.
- 6:30 PM, ET: Kick-off

Post Game: Immediately following Super Bowl XLVII, CBS will air the Toyota SUPER BOWL TODAY POST-GAME SHOW with James Brown, Bill Cowher, Boomer Esiason, Dan Marino and Shannon Sharpe. This will be followed by a special presentation of the Network’s new hit show, ELEMENTARY, starring Jonny Lee Miller as eccentric, mischievous detective Sherlock Holmes and Lucy Liu as Dr. Joan Watson, a former surgeon turned sober companion. ... Wrapping up CBS’s Super Bowl Sunday programming, THE LATE LATE SHOW WITH CRAIG FERGUSON will tape before a live audience for a special edition airing on Sunday night after ELEMENTARY and local news.

When CBS signs off its post-game coverage, CBS Sports’ cable home, CBS Sports Network, will continue live with THE SUPER BOWL TODAY POST GAME SHOW – the first time ever that there has been extended post-game coverage.

CBS RADIO... As previously reported, CBS Sports Radio is broadcasting nearly 75 hours of Super Bowl XLVII-related programming from CBS’s broadcast position alongside select CBS Sports Network shows. A variety of CBS RADIO and CBS Sports Radio shows will air from New Orleans live on Saturday, Feb. 2 and Sunday, Feb. 3, including programs hosted by CBS Sports Radio hosts Brandon Tierney and John Kincade. In addition, several CBS RADIO and CBS Sports Radio stations will carry coverage of the Super Bowl, with analyst (and CBS Sports personality) Boomer Esiason, including WFAN A/F (New York), WSCR-AM (Chicago), KRLD-FM (Dallas), KILT-AM (Houston), WIP A/F (Philadelphia), WXYT-FM (Detroit), WHFS-A/F (Tampa), WJZ-FM (Baltimore), WFNZ-AM (Charlotte) and KDKA-FM (Pittsburgh), among others.

ELEMENTARY stars Jonny Lee Miller and Lucy Liu

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OnLine Action: SUPER BOWL ON CBSSPORTS.COM (http://www.cbssports.com/nfl/superbowl) will provide fans with an unparalleled companion experience to CBS’s broadcast of the Super Bowl. Second-screen offerings include the first-ever live stream of the Pepsi Super Bowl XLVII Halftime Show featuring global music icon and 16-time Grammy Award winner Beyoncé; immediate access to the Super Bowl commercials as they are broadcast on CBS; and additional camera angles to see the action from different perspectives.

Other features include: a pop-up, browser-based video console optimized for laptops, desktops, and tablets featuring CBS Sports’ exclusive broadcast coverage of the game; four additional alternate camera angles to allow fans to see the action from different perspectives; compelling visualizations of the most talked-about moments across social networks; and a curated Twitter stream featuring commentary from CBS personalities and Q&As with CBSSports.com experts. Fans can also be a part of the conversation on Twitter by using the official hashtag #CBSSuperBowl. ... DVR functionality will allow viewers to pause, rewind and watch amazing moments over and over again. Real-time statistics and game highlights will also be available during the broadcast.

On The Technology Front: CBS Sports is deploying six “Heyeper Zoom” high-frame-rate, 4K replay and zoom camera systems that can capture video at a frame rate between 300-500 frames per second (normal 60 fps). … Utilizing the Evertz Mosaic System, CBS Sports will also have the ability to take up to six unique camera views and play them back simultaneously in-sync in either a quad-split, a three-way split or a two-way split depending on the context of the play … THE SUPER BOWL ON CBS will feature five high-speed cameras that will be in hard and hand-held configurations located on the field, in the stands and on sideline carts. They will be particularly used in determining questionable calls on the field (i.e., fumbles, receptions, out-of-bounds, etc.) from all different angles.

High-Tech Graphics: In addition to the regular first-down line available on CBS Sports’ primary cameras throughout the 2012 NFL season, six other cameras will be calibrated with the first-down line to be utilized as a multi-dimensional tool for Phil Simms’ analysis. Given the situation of a field goal or an extra-point conversion that passes above the goal posts, virtual extensions of the goal posts will also be added to determine the flight path of the ball and whether the kick was good or not. Super Bowl XLVII also will serve as the launch of a new comprehensive animation and insert graphics package. That same look will ultimately roll out on CBS Sports Network later in the year, further unifying the on-air branding of CBS Sports.

And… Former Miss Alabama Katherine Webb has joined CBS Television Distribution’s INSIDE EDITION as a special correspondent for Super Bowl XLVII alongside correspondent Megan Alexander.
MORE TELEVISION NEWS

BACK ON THE LEADER BOARD:
On Saturday, Jan 27, CBS Sports teed off its 2013 golf season -- the most comprehensive lineup in network television -- with coverage of the Farmers Insurance Open from Torrey Pines Golf Course in La Jolla, CA. CBS Sports will broadcast 21 golf tournaments this year, totaling more than 155 hours of coverage, including The Masters, PGA Championship, all 18 PGA Tour events, one Champions Tour event and nine golf specials. For the first time PGA Tour events will be fully available through live streaming via CBSSports.com. They can also be seen on CBS Sports and CBS SportCaster applications for the iPhone, Android and iPad as well as through a Web-based player at m.cbssports.com. Jim Nantz, now in his 28th year overall covering golf for CBS Sports, serves as anchor for the Networks' golf coverage. Sir Nick Faldo, winner of six majors and more than 40 tournaments worldwide, returns for his seventh year as lead analyst alongside Nantz in the 18th tower. Nantz and Faldo are complemented by CBS Sports' award-winning golf announce team of Ian Baker-Finch, Gary McCord, David Feherty, Peter Kostis, Bill Macatee, Verne Lundquist and Peter Oosterhuis.

RADIO

A CAPITOL SPORTS RADIO STATION DEBUTS:
CBS Sports Radio 1580 made its debut in Washington, DC., the nation's 7th ranked radio market, on Monday, Jan. 28, featuring the national programming of CBS Sports Radio. As previously reported, CBS Sports Radio, which launched earlier this month, offers 24/7 national sports coverage and programming, harnessing the power and resources of CBS RADIO and CBS Sports and featuring high-profile personalities. Listeners can hear the station at 1580AM, www.cbsdc.com or via the Radio.com app for a variety of mobile devices.

CBS TELEVISION DISTRIBUTION

• DR. PHIL, the top-rated talk show in daytime, has been renewed through the 2016-2017 season in 77% of the country, including by the CBS Television Stations Group. The three-year extension will take DR. PHIL through its 15th season. DR. PHIL is currently in its 11th season.

• THE ARSENIO HALL SHOW late-night syndicated talk show has been sold into 95% of the country, anchored by the Tribune Broadcasting station group which has stations in seven of the top 10 markets. In addition to Tribune Broadcasting, the show has been picked up by stations from CBS Television, Local TV, Sinclair Broadcasting, LIN Television Stations, Belo Corp., Cox Enterprises, Media General, Post-Newsweek Stations, Raycom Media, The Grant Group and Sunbeam Television. The THE ARSENIO HALL SHOW will debut on Sept. 9, 2013.

• THE TEST, a daytime strip from Jay McGraw's Stage 29 Productions, has been sold into 56% of the country and seven of the top 10 markets. With Tribune Broadcasting partnering in the production of the show, the syndicated strip is set to launch in the fall on 17 Tribune Broadcasting Stations, including in the three largest markets: WPIX New York, KTLA Los Angeles and WGN Chicago. Hosted by actor/comedian Kirk Fox, THE TEST is a one-hour conflict resolution talk show that will use a lie detector and DNA tests to settle relationship and paternity disputes.

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."