On Monday, Sept. 10, CBS aired CBS FALL PREVIEW, a primetime special showcasing the Network's new fall lineup. The hosts were Beth Behrs and Kat Dennings, stars of the breakout hit series 2 BROKE GIRLS. The broadcast featured sneak peeks of the four new additions to CBS's primetime schedule this fall: the drama series ELEMENTARY, VEGAS and MADE IN JERSEY, and the comedy series PARTNERS. In addition to being seen on CBS, the program is available on TV On Demand to customers of AT&T® U-verse TV, Bright House Networks, (Continued on page 2)
Comcast, Frontier Communications, Midcontinent Communications, Time Warner Cable and Verizon FiOS TV. CBS Television Network stations have the option for multiple encore showings on their primary and digital channels prior to the start of the new season. The CBS FALL PREVIEW can be viewed at: http://www.cbs.com/shows/fall-previews-2012/

Additionally, for the first time since its launch in 2004, this annual broadcast special was supplemented by FALL PREVIEW PLUS, a second screen experience that was available online and on mobile devices. The program, hosted by Alex Boylan (left), winner of the THE AMAZING RACE’s second season, featured behind-the-scenes interviews, interactive polls and more.

MORE TELEVISION NEWS

The VEGAS Fremont Street set (left) and the real Fremont Street (right) in Las Vegas.

In a television first, CBS today (Wednesday, Sept. 12), invited Instagram enthusiasts to the set of the new fall series VEGAS for an “Instameet” from the show’s replica Fremont Street and simultaneously from the actual Fremont Street in Las Vegas. Fans visiting the VEGAS set were able to take photos and share their experiences through their personal social accounts. On the real Fremont Street participants had the opportunity to meet the real former Las Vegas Sherrif, Ralph Lamb, whose career inspired the series. VEGAS premieres on Tuesday, Sept. 25, 10:00-11:00 PM, ET/PT.

CBS Sports’ coverage of the Men’s U.S. Open Tennis Championship on Monday, Sept. 10, that saw Andy Murray defeat Novak Djokovic for his first career major title, was seen in all-or-in (Continued on page 3)

CBS DIVERSITY

Senior Vice President and Chief Diversity Officer Josie Thomas has been honored as an exceptional woman executive in Profiles In Diversity Journal’s “11th Annual Women Worth Watching” issue. The publication, which celebrates Thomas’ achievements in diversity, has selected education as its theme, describing it as critical to the advancement of women in the U.S. and around the globe. Thomas’ profile reflects her personal insights and observations on role models, mentoring and education, particularly in the fields of science, technology, engineering and mathematics (STEM). In the magazine Thomas is quoted as making the following points:

On Mentorship: “At CBS, mentorship and relationship-building form the core of our diversity outreach both internally and externally. We are proud to foster a women’s affinity group and are also proponents of mentoring women-owned businesses, as we look to encourage the next group of diverse CBS suppliers. Partnerships, networking, and career support are all hallmarks of CBS Diversity.”

On Education: “I believe the challenge of women embracing an education in STEM fields cannot be overcome without understanding the profound importance of role models and the accessibility they provide for us all. ... I view the importance of mentorship as a particularly critical component in accelerating the educational pipeline.”

On Discrimination: “Discrimination against women in the workplace has lessened but still persists. To combat, be well-prepared and focused.”

My philosophy: “Be intense. Take advantage of every opportunity now, because it may not present itself again.”

To read the profile, click on http://tinyurl.com/7q8m4rw (Thomas is featured on page 234).

For more diversity news, visit www.cbsdiversity.com.
part by over 16.2 million viewers -- the highest number of viewers to watch all-or-part of the men's championship in five years. Coverage of the women's championship on Sunday, Sept. 9, which saw Serena Williams defeat Victoria Azarenka, was viewed in all-or-part by 17.7 million viewers, the highest number of viewers to watch all-or-part of the women's championship in 10 years.
(Source: NTI)

On August 30, CBS Sports Network announced that it had added to its 2012-2013 season programming lineup live action from the NBA Development League, the NBA's official minor league. The Network's coverage will feature 12 live regular season games, including two from the 2013 NBA D-League Showcase, as well as 2013 NBA D-League Playoffs and Finals action. CBS Sports Network will also provide exclusive coverage of the "3-Point Shootout" and "Slam Dunk Contest" from the 2013 NBA D-League Showcase. The Network's full broadcast schedule will be released at a later date.

And... THE PRICE IS RIGHT, the longest-running game show in television history, celebrated its 40th anniversary with a special episode on Sept. 4. To mark the milestone, the show welcomed back contestants from throughout its 40-year run. ... CBS Sports will simulcast in Spanish via SAP (Secondary Audio Program) technology every game of the 2012-2013 NFL season through the playoffs and its exclusive coverage of Super Bowl XLVII on Feb. 3, 2013. This will be the first year that multiple NFL games will be broadcast simultaneously in Spanish via SAP. ... During its 3rd Season Premiere Week (Sept. 10-14) THE TALK is hosting its first social media week, allowing fans to be engaged in the show and brought into the conversation.

On Aug. 30, The New York Yankees and CBS RADIO station WCBS 880 AM announced they have agreed to extend their current radio broadcast agreement through the 2013 season. The legendary radio station, which has been the team's flagship station since 2002, will carry all regular and post-season games, as well as broadcast select spring training contests. John Sterling and Suzyn Waldman, who
(Continued on page 4)
have called games together since 2005, are expected to return to the booth. WCBS Newsradio 880 is one of America’s most-listened-to radio stations, providing news and information on the AM dial in New York for 45 years and nighttime coverage to more than 30 states.

And.. For the fourth year in a row, CBS Radio Dallas has received the Texas Association of Broadcasters’ Bonner McLane Public Service Award. This prestigious honor recognizes outstanding community service throughout the year. In addition, sister station KVIL-FM was honored with the TAB’s Lone Star Leader Award, which also recognizes outstanding community service, specifically in regard to the TAB’s NCSA (Non-Commercial Sustaining Announcement) program.

INTERACTIVE

- On Sept. 4 CNET launched “CNET On Cars,” hosted by car and technology expert Brian Cooley, who has reviewed hundreds of the latest high-tech cars and reported from the world’s major auto shows for CNET.

IN MEMORIAM: DAVID M. TOUSIGNANT
CBS RADIO TAMPA

David M. Tousignant, Assistant Controller at CBS Radio Tampa, died August 25, 2011 at age 45. Noted CBS Radio Tampa Market Manager Benjamin Hill: “He was a valuable and longtime part of our CBS Radio Tampa family. His warm and charming soul will be forever imprinted in our hearts and minds. Let him be our guardian angel when it comes to heart health as well as a gentle reminder of how precious life is.” David is survived by Roxanne, his wife of 22 years; sons Adam and Christopher; two grandchildren, Faith and Riley; sisters Carol Wrobel and Sue Tousignant; mother, Bernadette Tousignant; and an extended family and numerous friends.

The new show goes beyond CNET’s popular car review videos to discover all the latest in car tech, explaining how it works and what’s important to drivers and car buyers today. The long-form, broadcast-quality show will be produced by CNET and will air twice a month. To view the show, go to http://CNETOnCars.com.

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.