

NEWS: August 25, 2008 CBS CONSUMER PRODUCTS USHERS IN RETURN OF 90210 WITH LAUNCH OF GLOBAL MERCHANDISING CAMPAIGN



*Apparel, Cosmetics and School Supplies From The World's Most Famous Zip Code Headed For North American Retail*

New York, August 25, 2008 - CBS Consumer Products, a division of CBS Entertainment, announced today the launch of a global licensing program for 90210, the highly anticipated contemporary spin-off of BEVERLY HILLS, 90210. The new 90210 premieres September 2, 2008 (8pm ET/PT) on The CW in the U.S. and on Global TV in Canada.

Starting with apparel, cosmetics, fragrances, bags and school supplies, the merchandising program will feature iconography from the new series along with retro designs from the original BEVERLY HILLS, 90210.

"90210 has quickly become one of the hottest television properties around the world," said Liz Kalodner, Executive Vice President and General Manager of CBS Consumer Products. "The global merchandising program will capitalize on the buzz surrounding the new series, delivering trend-right products to fans who aspire to the 90210 lifestyle."

A contemporary spin-off of the iconic drama BEVERLY HILLS, 90210 the new 90210 looks at life through the eyes of Annie Wilson and her brother Dixon, whose first day at West Beverly Hills High School leaves no doubt they're not in Kansas anymore. 90210 is produced by CBS Paramount Network Television with executive producers Gabe Sachs & Jeff Judah ("Freaks & Geeks").

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About CBS Consumer Products:

CBS Consumer Products, a unit of CBS Entertainment, manages worldwide licensing and merchandising for a diverse slate of television brands and series from CBS, CBS Paramount Network Television and CBS Television Distribution, as well as from the company's extensive library of titles. Additionally, the group oversees the CBS Retail Store and online sales of programming merchandise. For more information, visit <http://www.cbs.com/>.