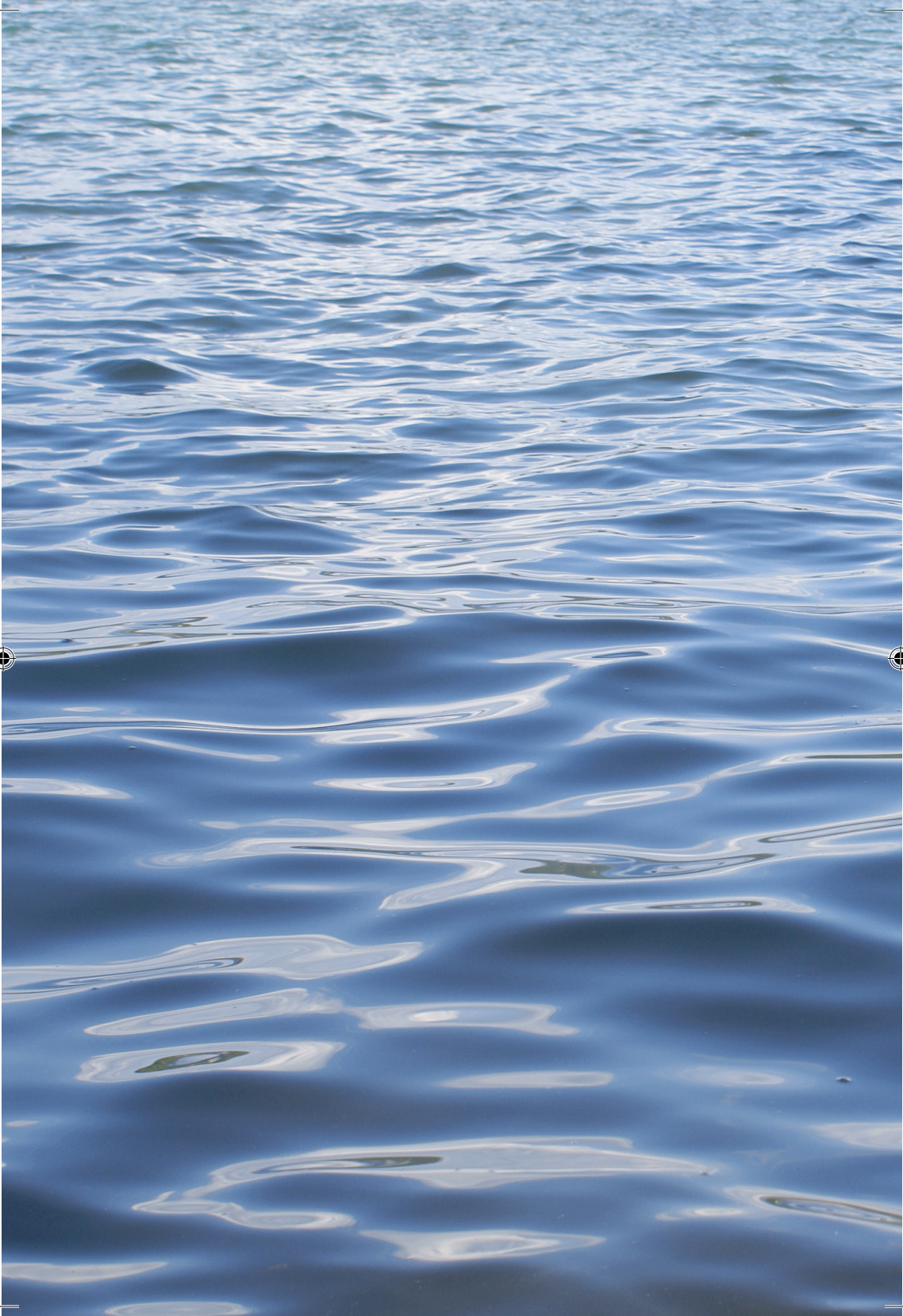




THE GREEN REPORT 2011

CBS CORPORATION



 **CBS CORPORATION**

A CBS Communications Group Publication
For more information please contact:

CBS Corporate Communications
at 212.975.1938 or CBSCC@cbs.com





A volunteer parent Green Team leader shares organic gardening plans with an interested student at Rosa Parks Elementary school in San Francisco, as part of EcoMedia's Green School Initiative.

WELCOME



In the year since our last CBS Green Report, we have made notable advances in our environmental initiatives, which I am gratified to share with you in this accounting.

CBS understands the synergy between operating in an environmentally responsible manner and its positive impact on our operations, our employees and the communities we serve all around the world. Using our resources to their most efficient potential, eliminating waste wherever it occurs and measuring and managing our company's carbon footprint not only benefits the environment, it is also the smartest, most forward-thinking way for us to run our businesses.

We take pride in the achievements detailed in this report while accepting the challenge to continue improving and building upon the steps we've already taken. The people of CBS are motivated and up to the challenge. Their passion and drive to make a difference on behalf of a cleaner, healthier environment inspires us as a corporation and as members of our communities.

Leslie Moonves

A handwritten signature of Leslie Moonves in black ink. The signature is written in a cursive, flowing style.

**President & CEO | CBS
Corporation**



CBS TELEVISION STUDIOS

cw

CBS RADIO

CBS SPORTS

CBS OUTDOOR

SHOWTIME

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SINCE 1928





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BUILDING ON OUR ENVIRONMENTAL PROGRESS AND SUSTAINABILITY SUCCESS

Los Angeles Conservation Corps SEA Lab in Redondo Beach, California hosts students from Latona Elementary at the annual Earth Day celebration funded by an environmental education grant from CBS Television Distribution
Opposite page: Miami-Dade Public Schools' students participate in the Education Fund "Plant A Thousand Gardens" program supported by WFOR/WBFS, Miami.

THANK YOU

INTRODUCTION

Through our concerted efforts, CBS is becoming more environmentally responsible every day as we continue to recycle more, send less to landfills and measure and manage more of our carbon footprint around the world.

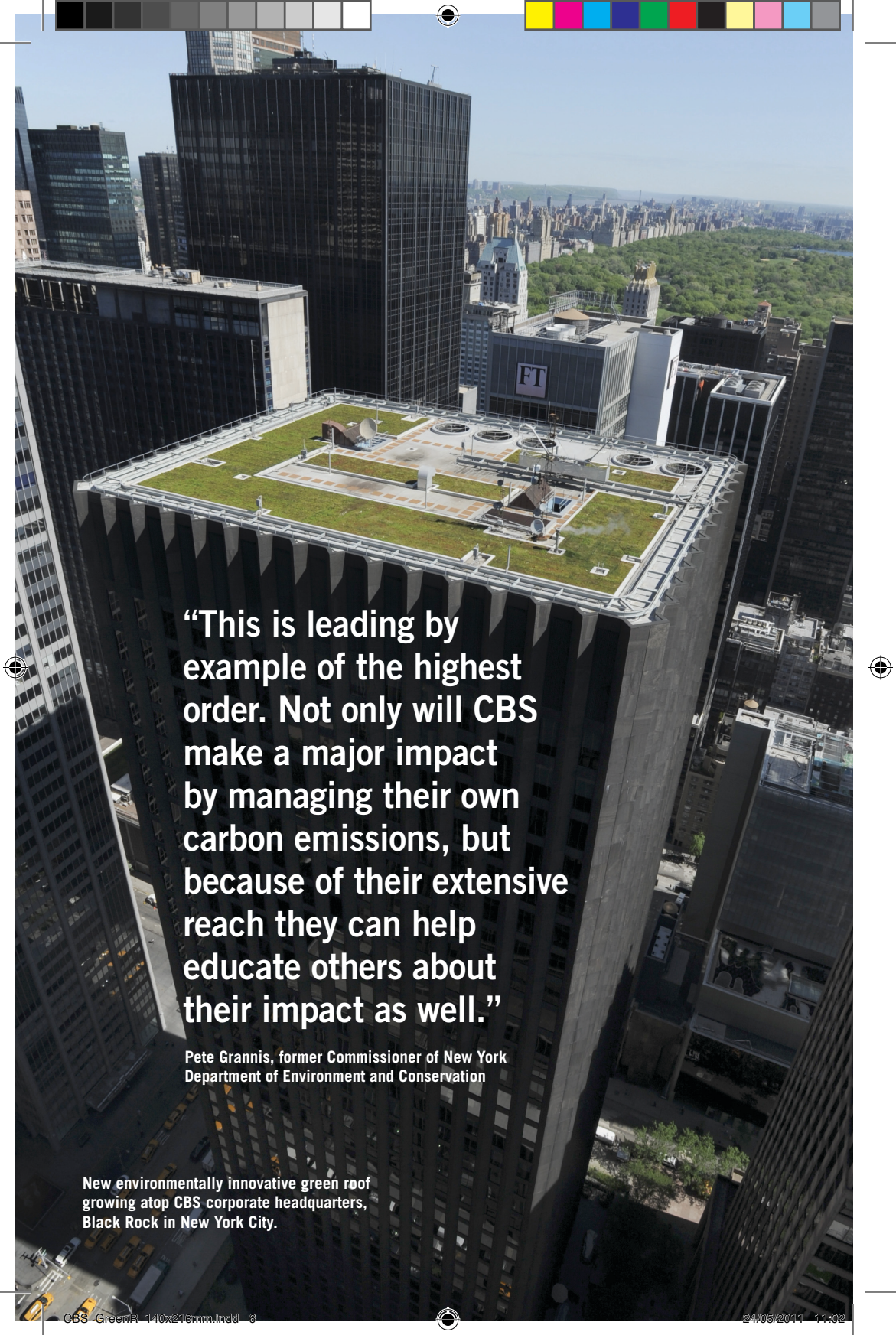
We remain committed to continuing our significant progress in key green initiatives year after year. CBS is focusing considerable time, attention and resources into making our corporation and all business units more energy efficient, more conservation-minded and less wasteful in all areas. Our goal is to improve the quality of the environment where we work and in the communities we reach. In the past year, CBS business units have:

- Sponsored and supported innovative recycling events and programs, and energy saving campaigns
- Worked with schools on environmental educational and green improvement programs
- Partnered with utilities on solar and water conservation campaigns
- Produced environmental public service announcements and provided public service airtime for green issues
- Helped stage and support local green fairs, concerts and festivals

- Partnered with local green organizations and campaigns to plant trees and clean beaches, rivers and public parks.

Our goals for each of our business units include cutting carbon footprints and reducing greenhouse gas emissions by using energy sources more efficiently; utilizing renewable sources of energy; conserving water and other resources; reducing our waste; increasing our recycling; employing green building and construction practices; and supporting local governments, municipalities and public agencies to help meet their own sustainability targets.





“This is leading by example of the highest order. Not only will CBS make a major impact by managing their own carbon emissions, but because of their extensive reach they can help educate others about their impact as well.”

Pete Grannis, former Commissioner of New York Department of Environment and Conservation

New environmentally innovative green roof growing atop CBS corporate headquarters, Black Rock in New York City.



EYE ON THE CBS ENVIRONMENT

DOING MORE TO GREEN OUR FACILITIES AND INTERNAL ENVIRONMENT

The internal landscape of CBS business locations under our direct control are our biggest opportunities for making environmental improvements that deliver immediate positive benefits for our employees' daily quality of life and the communities we operate in, while cutting our carbon footprint. These same improvements also deliver economic benefits with short-term return on investment and long-term annual savings.

CBS has expanded our carbon footprint measurement, monitoring and management efforts through the Climate Registry, a North American non-profit organization that sets consistent and transparent standards to calculate, verify and publicly report greenhouse gas emissions into a single registry. We have added reporting on our operations in New York to our previously included West Coast operations. We are also now reporting carbon footprint findings from CBS Outdoor International operations in the U.K., France, Netherlands, Spain, Italy and Ireland. CBS remains the only major media company to voluntarily report through the Climate Registry carbon management program.

Energy efficiency improvements are being made in all CBS business units, including an ongoing migration to new LED lighting and the other low-energy use lighting systems, which not only cut electric consumption but also reduce heat and the need for cooling.



SOLAR PANELS NOW INSTALLED ON SOME STAGES, BUILDINGS AND PRODUCTION VEHICLES ARE GENERATING GREEN RENEWABLE ELECTRICITY

A newly installed 411-kilowatt solar photovoltaic system atop CBS TV City Studio is now generating 635,000 kWh of green electricity while a new Energy Star CoolRoof features a highly reflective "white" surface, minimizing heat gain/loss.

Other energy efficiency steps we have taken are:

- Motion sensors and other automated programs are turning off lights, air conditioning and other equipment when not in use
- New, highly-efficient printers are replacing old, energy-wasting printers as well as greatly reducing the number of printers needed in a company-wide initiative
- Solar panels have been installed on some stages, buildings and production vehicles are generating green, renewable electricity
- Highly efficient new A/C technology and practices are reducing our overall power needs
- “Cool Roof” technology and energy efficient green roof practices are significantly cutting building energy consumption
- Old transmitters are being replaced by more efficient units creating less heat and using less electricity.

Recycling of paper, cardboard, plastics, aluminum, batteries, glass, CDs, DVDs and electronic-waste is becoming the standard in all our offices, on our sets, in our studios and on location, diverting hundreds of tons of materials that were previously disposed of in landfills. The expanded use of recycled materials, including paper and office supplies, is being adopted across our operations.




“The Mentalist’s” solar panels in action powering base camp while on location in the City of Industry, California.

Sustainable production practices

many of them inspired by the example of CBS Television Studio’s acclaimed “The Good Wife,” are now in place at several of our Television, Radio, Film and Interactive production facilities.

For example:

- The drive to eliminate disposable plastic water bottles in CBS offices and on sets coast to coast and replace them with reusable water bottles is widespread
- Production food services are using biodegradable or reusable plates and utensils and eliminating the use of Styrofoam
- Expanded use of iPads and the electronic distribution of documents, scripts, photos, video clips and other media have eliminated the printing and distribution of hundreds of thousands of pages of paper.



“We commend CBS for joining the premier carbon management program in North America. Measuring your emissions in a credible way is inextricably linked to reducing your impact on the planet and its resources.”

Mary Nichols, Chair of the California Air Resources Board and a Registry Board Director



Conserving water is now considered an essential practice at CBS business units—both inside our buildings and for outside landscaping. We're using a wider variety of technology to achieve reductions, including auto sensors in sinks and toilets, switching to dry extraction cleaning processes and more efficient servicing of A/C systems.

Sustainable transportation in the form of more fuel efficient/energy efficient vehicles, such as hybrid cars and hybrid Electronic News Gathering trucks, are replacing older, less green company vehicles. CBS is encouraging and supporting our employees to carpool, use public transportation and choose bicycle commuting to help cut our transportation carbon footprint.

We continue to expand our **green building practices** as the CW added the U.S. Green Building Council's LEED certification to their facility in the past year, as did our KYW/WPSG CBS TV stations in Philadelphia. The installation of new high-tech DuroLast reflective roofing systems at our Ft. Lauderdale Interactive Offices and our KVTU/KTXA Dallas-Ft. Worth TV stations meet LEED specifications and dramatically improve insulation performance, cutting heat loss in the winter and reducing heat gain in the summer.

CBS is encouraging and facilitating **sourcing of sustainable products and services** through our 2nd Annual Green Vendor Expo in 2011, where we'll again feature prescreened green vendors showcasing their range of products and services for our family of business units. We have also partnered with our office supply vendor, Staples, to implement a more sustainable purchasing program that offers CBS employees a wider range of eco-friendly alternatives.



CBS executives Tom Hogan, Paul Polizzotto, Michael Klausman and Young and Restless star, Greg Rikkart, attend the 2010 CBS Green Vendor Expo.

We are sharing the story of our green growth and the sustainability lessons we're learning by **communicating with employees and stakeholders** on a more regular basis. Our EcoMedia division just conducted its first annual green survey with members of our Communications Department and Environmental Health and Safety Council from each business unit. CBS Broadcast Publicity is currently producing a series of videos to recognize the men and women affiliated with CBS who have spearheaded efforts that make their divisions or production areas more energy efficient and ecologically friendly.



HIGHLIGHTING SPECIAL ENVIRONMENTAL ACHIEVEMENT

CBS STUDIO CENTER

In 2010, CBS Studio Center installed 23 proximity switches on each of its 20-x-30-foot utility stage “elephant” doors. These switches cut unnecessary cooling by turning off air conditioning when the elephant doors are left open by more than three feet and for longer than ten minutes. Installation of new proximity switches will save the Studio 764,000 kWh of electricity per year.

CBS ENTERTAINMENT

CBS “The Good Wife” and “Blue Bloods” are filmed on NY state’s first solar-powered sound stage. “The Good Wife” continues to set the green innovation standard, implementing a compost disposal system that collects daily food waste which is used to fertilize local rooftop gardens and area farms; employing solar-powered actor campers; and driving only hybrids or Smart Cars for their production cars. The California set of “The Mentalist” uses a hybrid base camp that includes both solar-powered and biodiesel fueled generators and a 40-foot trailer equipped with solar panels.





SHOWTIME

This division is cutting wasteful energy use through the automatic shutdown of all non-essential equipment overnight and use of sensory lighting. Showtime has eliminated individual plastic water bottle use through the installation of Quench water units and distribution of “SHO Green” reusable water bottles to all employees, saving \$10,000 annually. Greatly expanded recycling efforts now include CDs, DVDs, pens, pencils and markers as well as a switch to using 100% recycled material for stationary and business cards. The division also created an innovative “SHO Green” Web site that provides employees with “green” tips, resources, updates and encouragement.

CBS TELEVISION STATIONS GROUP

Energy efficiency improvements in lighting and air conditioning systems are producing dramatic savings at stations in New York, Chicago, Philadelphia, Boston, Detroit, San Francisco, Pittsburg, Denver, Dallas-Fort Worth and Atlanta. WBZ/WSBK in Boston is cutting electricity costs by 60% annually through a lighting system upgrade with a two-year return on investment (ROI). KPIX/KBCW in San Francisco received over \$36,000 in utility rebates. Efficiency upgrades at KCNC in Denver are receiving rebates from Xcel Energy utility and saving 135 kWh annually. KOVR/KMAX in the Sacramento-Stockton-Modesto market has installed a new high efficiency transmitter and is receiving a rebate from the local utility in recognition of its efficiency. Field crews across the division are utilizing LED lighting, which reduces loads on batteries, extending their life, resulting in less waste being produced.



CBS CORPORATE HEADQUARTERS, NEW YORK

An innovative new living “Green Roof” installed atop CBS Corporate headquarters in NYC is reducing energy costs, thermal loading and urban heat island effect while removing greenhouse gases and rainwater pollutants, generating oxygen, restoring habitat and extending roof lifetime. Also, a new, high-efficiency air filtration system installed in the building cuts electrical use by 160,000 kWh’s annually and eliminates about 5,000 filters from disposal in landfills. Lastly, a new TelePresence video conferencing room is reducing the need for airline travel, thus cutting our carbon footprint.

CBS OUTDOOR

This division earned the Southern California Edison award for its efforts in energy efficiency that will save 2,000,000 kWh hours annually. Several solar panel billboards are now equipped with high-efficiency LED lighting and energy management software. CBS Outdoor is now recycling nearly 100% of discarded polyethylene (PE) and polyvinyl chloride (PVC) billboard copy and has recycled more than 735,679 pounds of PE in 2010 – 71% increase over 2009 – and 1,935,257 pounds of PVC – 29% increase over 2009. CBS Outdoor Italy installed a 20kW rooftop solar photovoltaic system at its Milan headquarters, reducing energy costs by 36% and CO2 by over 26 metric tons per year. A new supplier of electricity for CBS Outdoor France provides 100% renewable energy for their billboards and 100% solar energy for the production of bus shelter installations.





CBS TELEVISION CITY STUDIOS

A newly installed 411-kilowatt solar photovoltaic system is now generating 635,000 kWh of green electricity while a new Energy Star Cool Roof features a highly reflective “white” surface, minimizing heat gain/loss and saving approximately \$19,000 yearly in air conditioning costs. A fleet of hybrid Toyota Priuses were added in June to replace older vehicles for production location transportation.

CBS SPORTS

CBS Sports remodeled its studio, adding more energy-efficient LED lighting to its set along with installing light timers and motion sensors throughout its offices. Green efforts have not only included actively and aggressively recycling e-waste, paper, plastics and cardboard, but also strongly advocating for on-site recycling programs at major sport venues across the country.

SIMON & SCHUSTER

S&S is rapidly transitioning to digital publishing as readers’ preference becomes e-books. The division is now producing significantly fewer physical books, greatly reducing the use of paper and other printing materials while cutting manufacturing, warehousing and shipping-related carbon footprints. The replacement of publisher’s paper and ink-printed product catalogs with all digital versions in 2011 further cuts printing, distribution, and waste-related energy use and emissions.



Model Rachel Reynolds shows off a Honda Insight, one of the many eco-friendly prizes given away on the Earth Day episode of "The Price is Right," which aired Friday, April 22 on the CBS Television Network.

COMMUNICATING GREEN

USING OUR MEDIA RESOURCES TO INFORM COMMUNITIES AND INSPIRE ENVIRONMENTAL CHANGE.

The power of our unparalleled media reach via television, radio, internet, film, cable, publishing and outdoor advertising allows CBS to directly connect with audiences, wherever they may be. We continually develop and produce ways to best leverage that connection with the goal of inspiring and motivating people and their communities to embrace improved environmental practices.

As their trusted messenger, informer and entertainer, people look to CBS for responsible environmental news, information, education and advice that engages and enlightens them on a personal level.

We deliver on those expectations with:

- Top-rated entertainment programming that also shares important green messages and practical ways to improve the environment
- Award-winning news reporting and investigation of environmental stories and issues that offer audiences objective facts and reliable information
- Opportunities for individuals to make a green, carbon-cutting difference at home, at work and in their communities.



More than 100 volunteers came out for CBS RADIO Atlanta's dave-fm "Labor Dave Workday" to help spread mulch in Piedmont Park in exchange for concert tickets



CBS RADIO Atlanta station WZGC (dave-fm) lends support at "Taste of Atlanta"

Here are just some of the ways that CBS business units were effectively communicating green in the past year:

CBS Radio stations in all markets broadcast valuable information and opportunities to their local listeners about:

- The emergence of new electric vehicles
- Reducing car and truck emissions
- Adding bike lanes to city streets
- The benefits of cool roofs
- Building community gardens
- Waste reduction and recycling
- Household chemical recycling
- Conserving energy
- Community cleanups and local environmental events.

Stations are partnering with their communities to promote and to sponsor green events and using their on-air and online assets and in-person appearances to further connect and communicate while regularly scheduled green programming, including the "CBS Radio News Green Air Minute" and local "Going Green" segments, keeping environmental issues relevant and prominent.

WCBS-TV New Anchor Kristine Johnson encouraging viewers to assist with help to our gulf affected by the oil spill in June 2010.



One standout example, WZGC in Atlanta, Ga., reached out to its listeners in a few innovative ways, including its inaugural “dave-fm Earth Day Birthday” concert and environmental event; a “Rock for Roots” transformation of a 40,000 square foot parking lot into a temporary park to spotlight the need for more greenspace; a monthly “Workforce” volunteer initiative that helped mulch areas of the city’s largest greenspace, Piedmont Park, cleaned neglected sections of the Chattahoochee River and planted trees in forgotten urban areas of downtown Atlanta; and the weekly “Going Green with Rocco” AM drive segment that shares cost-effective and simple ways for listeners to go green in their everyday lives.

CBS Television Distribution’s “Wheel of Fortune” broadcast its 4th annual “Going Green” week in 2011, offering viewers daily tips for green living including sustainable style options with eco-friendly apparel worn by Vanna White and an introduction to the revolutionary new Chevy Volt electric car, which was featured as a prize. New green categories and consumer tips on “Jeopardy” continue to heighten viewer awareness about environmental issues.

CBS Television Stations responded to the BP oil spill in the Gulf of Mexico with WCBS producing a public service announcement with CBS Corporation’s EcoMedia division. Aired by nine stations in our TV Group, the spot directed viewers to saveourgulf.org for ways to help with relief efforts. Our owned and operated stations are airing regular PSAs and features showing viewers how to save energy, go solar, start gardens, recycle, compost, conserve water, cut greenhouse gas emissions and adapt to climate change impacts. CBS reporters and weathercasters are visiting schools and presenting live programs in their communities to directly reach and teach students about environmental issues.



Meteorologists Carol Erickson (left) and Kathy Orr launched the new CBS 3 Mobile Weather Lab live on location in Philadelphia, PA.



Earth Day grant provided by CBS Television Distribution to fund environmental education field trip for Latona Elementary or Fifth Grade Students.





CBS News reports to viewers the latest environmental news and issues on a daily basis through the “Early Show” and “Evening News” broadcasts, with additional feature stories and segments covering green initiatives, products, individuals and sustainable lifestyle choices.



CBS Interactive’s SmartPlanet.com Web site is dedicated to making our world a better place in which to live and offers expert advice, news, information, blogs and videos on energy, green technology, green business and other sustainability subjects. CNET’s Energy Efficiency Guides continually provide consumers with Power Savings Ratings for newly-released technology and electronic products while the highly popular “CNET Green Tech Blog’s” sole focus is accessible and understandable eco news and analysis.

CBS Entertainment shows like “The Talk” feature guests and topics focusing on green ways viewers can make a positive difference in the environment. The “Late Show with David Letterman” continues to differentiate itself by interviewing the prominent environmental leaders of our day on important green issues facing our country. Both “The Price is Right” and “Let’s Make a Deal” feature and promote eco-friendly prizes throughout their season and produce special Earth Day episodes that focus exclusively on green, sustainable products and services, including offering electric and hybrid cars and energy-saving appliances as prizes.



Community volunteers in Atlanta planting trees as part of WZGC’s Workforce program.





Students at Everette M. Dirksen school in Cook County Illinois studying Earthbox sustainable gardening as part of EcoMedia's Green School Initiative.

CBS LAUNCHES THE ECOAD PROGRAM

TRANSFORMING ADVERTISING TO PRODUCE
TANGIBLE ENVIRONMENTAL BENEFITS FOR
COMMUNITIES THROUGH THE ECOAD PROGRAM

When CBS acquired EcoMedia in 2010, the Company recognized the unique opportunity to bring new media options to advertisers and expand environmental improvements beyond our own internal operations and communications capabilities. Since 2002, EcoMedia has directed millions of advertising dollars into green school makeovers, solar installations at city halls and airports, as well as municipal energy retrofits and other green community projects.

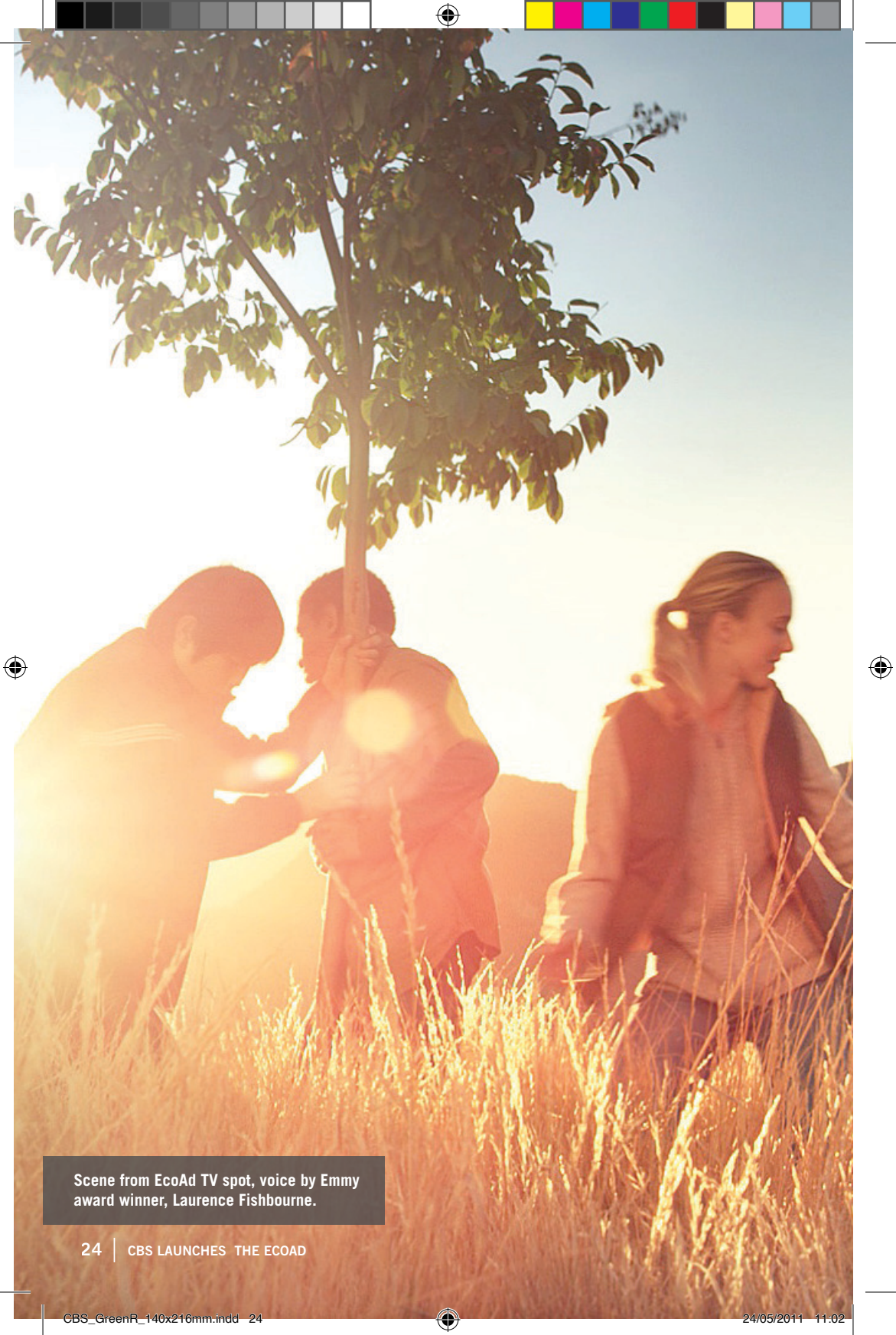


January 11, 2011 EcoAd Program launch party presenters, New York City. Leslie Moonves, CBS President and CEO, Paul Polizzotto, President EcoMedia, Former Governor George Pataki, Robert F. Kennedy Jr. and Terry Tamminen.

Now in its second year as a CBS Company, EcoMedia has again revolutionized the way that advertisers can “do well by doing good” for the environment with a new advertising program that is already seeing widespread success.

Introducing the EcoAd program

On January 11, 2011, CBS celebrated the official launch of its groundbreaking EcoAd program. Leaders from the environmental, business and governmental communities joined CBS President and CEO, Leslie Moonves; EcoMedia Founder and President, Paul Polizzotto; Former Secretary of the California EPA, Terry Tamminen; NRDC Senior Counsel and Founder and President of Waterkeeper Alliance, Robert F. Kennedy Jr.; and former Governor of New York, George Pataki at the event.



Scene from EcoAd TV spot, voice by Emmy award winner, Laurence Fishbourne.



The pioneering EcoAd program provides advertisers with the opportunity to support critical environmental projects in communities across the country. These projects have high priority goals, including job creation, taxpayer savings, cleaner air and reduced greenhouse gas emissions.

The EcoAd program is about delivering meaningful impact directly to communities that need it more than ever. That positive impact on the environment and society is what generates EcoAd's unprecedented added value for our advertisers and partners. Both local and national advertisers have since joined the EcoAd program which continues to grow along with awareness and enthusiasm for this innovative business model.

An EcoAd advertisement is:

- A transformational breakthrough in the media industry that turns advertisements into vehicles that directly benefit communities.
- An important new differentiating choice in the advertising marketplace.
- A clear signal to consumers that the advertisers are participating in a program that contributes direct funding and resources to local projects with environmental and social benefits.
- A valuable resource for communities, allowing them to make measurable progress toward achieving their climate action plans and other environmental and sustainability priorities.
- An obvious link between an advertiser's campaign and the funding of local projects such as solar panel installations on schools, energy efficiency projects in city facilities and water conservation measures in low-income housing developments.

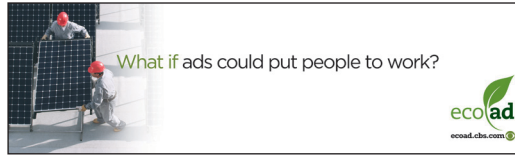
To ensure the highest standards and utmost integrity of the EcoAd program, CBS is developing EcoAd Program Guidelines, which will provide comprehensive review and scrutiny at each of the following key stages:

- 1. Sourcing projects**
- 2. Funding projects**
- 3. Overseeing project implementation**
- 4. Monitoring and verifying projects**



A portion of the proceeds from the sale of each EcoAd advertisement goes to projects we believe will benefit the environment. EcoAd is not a certification program nor is the EcoAd logo a seal of approval. EcoMedia does not in any way certify, endorse or make any representations about EcoAd advertisers, their products or services.





EcoMedia has also engaged with key leading environmental organizations for their support and guidance as advisors to review and take part in the development of these EcoAd guidelines.

EcoAd Accomplishments

Arlington, Texas—Randol Mill Park “Greening” Initiative

EcoMedia and the City of Arlington, Texas, recently established a public-private partnership to support the city’s green initiatives at no additional cost to taxpayers.

A Chevrolet EcoAd grant will fund improvements through sustainability upgrades and enhancements at 149-acre Randol Mill Park, including sustainable landscaping around the new barrier-free playground, LED lighting and other energy efficiency and water conservation measures in the new ballpark concession and restroom facility, renewable energy-generating solar panels on the building rooftop, and interpretive signage that will educate park visitors about the benefits being achieved through these measures.

The estimated benefits of these upgrades include approximately 12,010 hours of additional project labor, a 30% reduction in the park’s energy consumption and a 20% reduction in water consumption.

From top: Greening Initiative improvements funded by Chevrolet EcoAd program
SunPower Corp. volunteers installing new solar photovoltaic panels at Telegraph Hill Community Center in San Francisco, CA funded by SunPower Corp. EcoAd program.
Outdoor Billboard promoting launch of the CBS EcoAd program.
EcoMedia’s Green Schools Initiative students engaged in organic garden curriculum.



San Francisco, Calif.—Telegraph Hill (Tel-Hi) Community Center

An EcoAd grant made possible by SunPower provided gap funding to complete a 28kW rooftop solar PV system at Telegraph Hill Community Center located in San Francisco's northeast neighborhood. This solar project is estimated to reduce the Center's energy usage by 42,567 kWh per year, resulting in a reduction of 835 metric tons of CO2 over the lifetime of the system. The Community Center includes a day care center, senior care and programs, gymnasium and garden.

An EcoMedia partnership with the City of San Francisco and the Office of the Environment is funding this project through a collaborative effort with One Atmosphere, a non-profit organization dedicated to combating climate change and preserving our environment for generations to come. One Atmosphere accomplishes its mission through projects that help individuals get involved in climate change solutions in their everyday lives.

Shrewsbury, Mass.—Floral Street Elementary School Solar Installation

A grant made possible by Avidia Bank will support a solar PV installation in an "outdoor classroom" area at the rear of the school where students learn about all things natural, environmental and sustainable. The installation is visible from many school areas and in the coming year will be used by students and parents year round.

Teachers at the school will also be introduced to renewable, energy-related curricula, including how solar Photovoltaic (PV) systems work and how to use their online data about the solar system as teaching points in their science and math classrooms. Ongoing support with materials and accessible online data will keep information updated and always current.

This system will also reduce the school's annual electricity usage by approximately 1,900 kWh annually.

Additional EcoAd Projects in the Pipeline

Many more environmental projects are currently underway and will start before the end of 2011. Communities across the country will be putting additional EcoAd dollars to use on projects that create more jobs, save taxpayers more money and improve the quality of peoples' lives in local communities.

EcoAd Portfolio Review and Verification

EcoMedia will be developing an annual EcoAd project portfolio performance summary that will include aggregated GHG emissions reduction, energy savings, cost savings, job creation and other conservation and community impacts of all completed projects.






WHAT PEOPLE ARE SAYING ABOUT CBS AND THE ECOAD PROGRAM

“EcoMedia’s EcoAd program has been one of the best ideas I have encountered to conserve and protect our natural resources... Cities get much needed funds; communities get cleaner water, air and green spaces; and corporations can put their resources to work for the betterment of society. Now as a CBS company, EcoMedia is partnered with a major media conglomerate to take the next logical and necessary step.”

Robert F. Kennedy, Jr., Founder & President, Waterkeeper Alliance and Senior Counsel, NRDC

“Chevrolet recently announced that it will invest \$40 million in various clean energy projects throughout America with a goal to reduce 8 million metric tons of carbon dioxide emissions. Eco Media’s EcoAd model provides us with an excellent opportunity to help promote energy savings, renewable energy, responsible use of natural resources and conservation in local communities across the United States.”

Chris Perry, Vice President, Chevrolet Marketing



“As Governor of New York, I always understood that whether it was the preservation of over 1 million acres of open space for use by future generations or the establishment of cutting edge programs like the nation’s first green building tax credit, improving our environment and creating jobs are not mutually exclusive goals. That’s why I applaud EcoMedia for developing an innovative source of funding to do the same thing across America, making our communities healthier, more energy independent and more competitive in the global economy.”

George E. Pataki, Former Governor, State of New York

“Americans today are looking for companies to be environmental heroes - to take bold, audacious actions that positively affect individuals, communities, and the planet. They want more than lip service or small, incremental change. They want, and deserve, action. EcoAds offer a powerful tool for companies to demonstrate their commitment and leadership, providing solutions to climate change, helping to improve schools and communities, and yielding an admirable ROI for all involved.”

Joel Makower, Chairman & Executive Editor, GreenBiz Group, Inc.

“We are really part of a larger community of sustainable companies, so the notion of actually being able to go through the EcoAd program and help kids understand the benefits of organics, nutrition and sustainability is a good opportunity for Safeway and O Organics. We have highly valued this partnership.”

Alex Petrov, Vice President, Consumer Brands, Safeway, Inc.





THE SUSTAINABLE FUTURE OF CBS

OUR VISION FOR A CLEANER, GREENER, HEALTHIER TOMORROW

CBS has made significant strides in its efforts to minimize the environmental impact of our operations in the communities in which we operate. We remain strongly committed to doing more and finding additional ways to become more sustainable and help our audiences do so too.

We believe that sustainability is neither a temporary trend nor a project to be completed, but rather an on-going responsibility to our employees, shareholders and the communities we serve. Our first comprehensive sustainability plan has recently been developed by the CBS Outdoor business unit in Europe and is based on the stringent standards and best practices of top third-party organizations.

We are making environmental sustainability a core component of our daily operations and part of the mindset of our employees and organization.

The future of CBS promises to be cleaner, greener and healthier as a result.





CONCLUSION

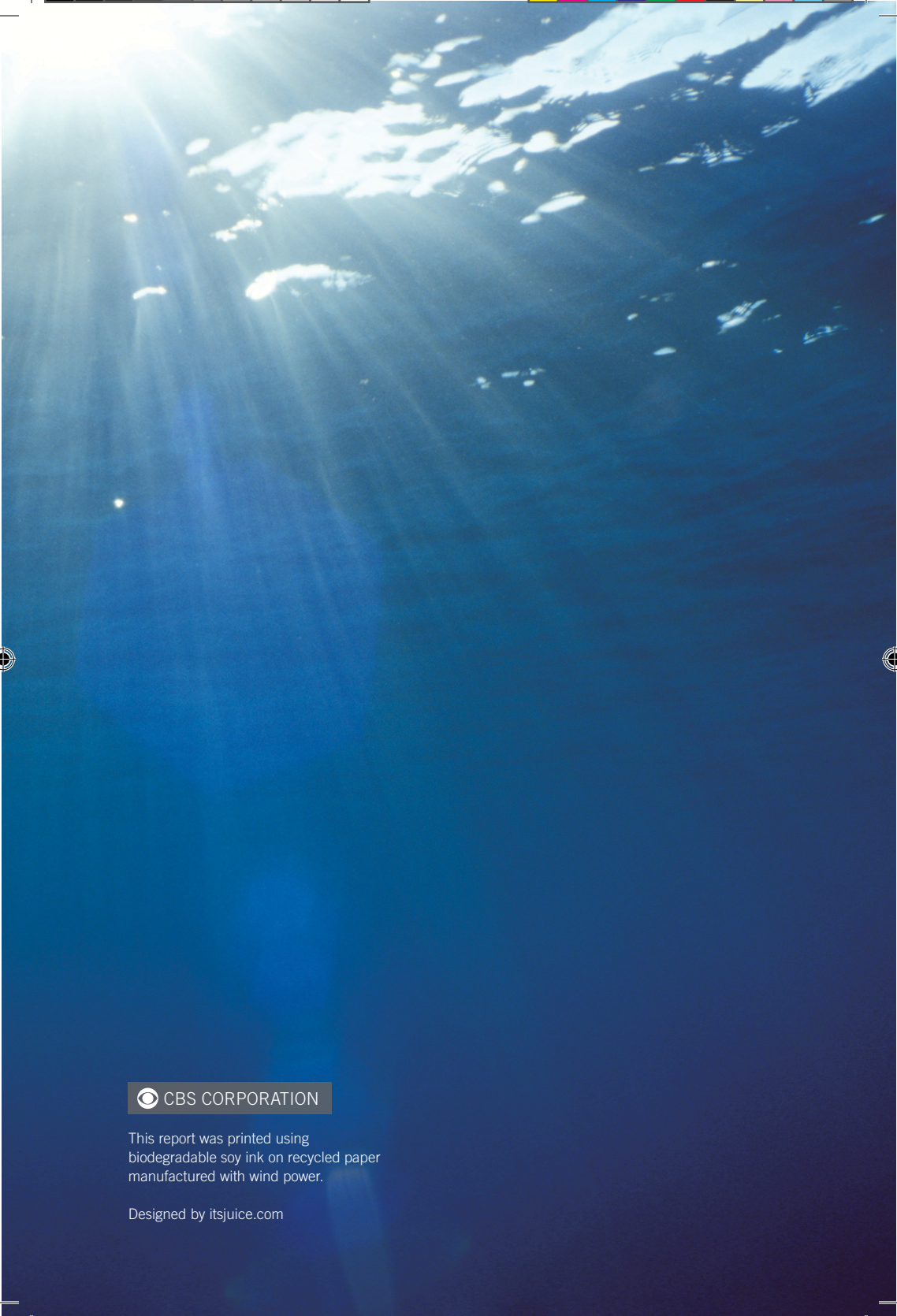


We remain committed to making the environment and quality of life better wherever CBS operates and reaches people with our media assets. We are enthusiastic about the improvements that we have made internally to cut our overall environmental footprint and provide healthier, more sustainable workplaces for our employees and partners. We embrace our responsibility to continue improving our energy efficiency, sending less waste to landfills, conserving more water and generating fewer carbon emissions from our transportation. CBS is steadfastly dedicated to connecting and interacting with our audience to help educate and inspire them to become greener and more sustainable in their own environments.









 CBS CORPORATION

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