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#43  
08-1573-52  
09-2717

December 9, 2009

The Honorable Antonio Villaraigosa  
Mayor, City of Los Angeles  
Los Angeles City Hall  
200 North Spring Street, Room 303  
Los Angeles, CA 90012-4801

Dear Mayor Villaraigosa:

I write to you as a member of your community and as a business partner of our great city. As you may recall, about five years ago you, Wendy Greuel and I conducted a groundbreaking ceremony to celebrate my Company's decision to stay, grow and build our newest broadcasting facility in Studio City. The construction which you and I began at Studio City is now a completed and busy broadcasting center serving the Los Angeles community. It represents our continuing commitment to Los Angeles.

Because of this commitment and the long term relationship of all of the CBS media properties to Los Angeles, I would like to express to you my deep concern relating to Councilmember Garcetti's motion (Council File 09-2717) now pending before the City Council. Mr. Mayor, I write you this letter and ask for your consideration, because I truly believe that this motion will be bad for the business community, for CBS and for the city of Los Angeles.

I ask that you do whatever you can to oppose this motion. Given time, this matter will sort itself out through the courts and through reasoned dialogue. If moved by haste, this motion will hurt both our community and the strong public/private relationship which you have fostered.

CBS, through its divisions CBS Television, CBS Radio, CBS Studios and CBS Outdoor, is a major economic engine in the City of Los Angeles. We directly employ over 4,000 people in the City, indirectly providing work for thousands and thousands more, including many union employees. We annually contribute more than a half billion dollars (\$500,000,000) to the Los Angeles economy. During these tough economic times, we are doing all we can to continue hiring. We also take great pride in our charitable and public contributions to the City, including the many public service messages we run on television, radio and billboards.

The Garcetti motion is unfairly punitive to CBS' outdoor advertising business. It could have the effect of directing precious City resources specifically to the removal of signs lawfully modernized by CBS pursuant to our 2006 settlement agreement with the City. As you know, that

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settlement agreement was approved by the entire City Council, by the Superior Court, by the City Attorney and by you.

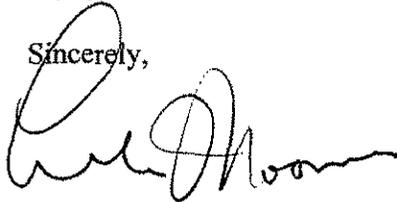
While penalizing CBS, the Garcetti motion does nothing to address the underlying need for reasonable, effective regulation of outdoor advertising in the City. In fact, it is counterproductive to that goal. For over two years, CBS has been actively working with the City to implement a proper "time, place and manner" sign ordinance that will be backed by strong enforcement and will apply equally to all outdoor advertising companies operating in the City. This is a goal we strongly support. The Garcetti motion will only complicate that effort.

In addition, the entertainment divisions of CBS (and, indeed, most other participants in the entertainment industry) advertise extensively on the digital billboards that Councilmember Garcetti's motion would threaten. Digital billboards are an exciting, flexible and attractive platform on which to advertise our shows. We are deeply concerned about the possible loss of this new technology, particularly in today's extraordinarily challenging economic environment. The Motion Picture Association of America has specifically raised these concerns with the City Council.

With your good leadership, it is now time for the Council to implement a reasonable, effective outdoor advertising ordinance that fairly takes into account the interests of all of your constituents. Councilmember Garcetti's motion is unfair to CBS, bad for business and will not further that goal. It should not be adopted. I truly believe as both the President of CBS and a member of your community that Councilmember Garcetti's rush to judgment will be bad for Los Angeles. Let's take the time to get it right.

Thank you for your consideration of my request. Please do not hesitate to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Leslie Moonves". The signature is fluid and cursive, with a large initial "L" and "M".

Leslie Moonves  
President and Chief Executive Officer