

VIACOM INC. CLASS B

LETTER OF TRANSMITTAL FOR SELLING/PURCHASING SHARES

Pursuant to instructions received from certain beneficial owners of Viacom Inc. Class B common stock, we herewith deliver to you the below listed shares or purchase deposits. These shares or deposits are being delivered to you pursuant to a program for holders of fewer than 100 shares of Viacom Inc. Class B common stock. We shall retain in our files a copy of the instructions received from such beneficial owners. The undersigned hereby warrants that (i) it believes, based on representations made to it by each such beneficial owner represented herein, that each such beneficial owner beneficially owned an aggregate of fewer than either 100 shares as of October 13, 2010, and (ii) it has transmitted to each owner it represents the materials provided regarding the program, and (iii) it is submitting for sale or purchase a total of:

< PLEASE FILL OUT THE CORRECT BOX BELOW >

* 0.01– 22.49 SHARES	** 22.50– 99.99 SHARES	DONATIONS
<p>WE SUBMIT FOR SALE _____ shares representing _____ beneficial shareholder accounts</p> <p>OR</p> <p>We request for purchase _____ shares representing _____ beneficial shareholder accounts and a \$_____ purchase deposit check is enclosed</p>	<p>WE SUBMIT FOR SALE _____ shares representing _____ beneficial shareholder accounts</p> <p>OR</p> <p>We request for purchase _____ shares representing _____ beneficial shareholder accounts and a \$_____ purchase deposit check is enclosed</p>	<p>WE SUBMIT FOR DONATION _____ shares representing _____ beneficial shareholder accounts</p>

*** Accounts and shares submitted in this box will be assessed a fee on a per share basis.**

**** Accounts and shares submitted in this box will be assessed a fee on a per account basis.**

Please note that the appropriate amount of the purchase deposit is determined by multiplying the number of shares requested for purchase by \$45. When the market-based price for the term of the program is determined, the difference between the actual purchase price per share and the \$45 per share purchase deposit, less a processing fee of \$2 per share (up to a maximum of \$45 per account) will be refunded or billed. Checks should be made payable to: **COMPUTERSHARE** which will pay no interest for purchase deposits received through this program.

We, the undersigned, agree to the terms of the program dated October 25, 2010, and hereby attest that the above information is accurate and that the listed requests above are in accordance with the ownership interests of clients of our firm who are accepting the program.

Signed: _____ Print Name: _____ Dated: _____

Name, Address and Telephone # of **CONTACT** at Broker, Bank or Nominee:

Tax I.D. #:

Any questions or requests for assistance may be directed to the manager at:

GEORGESON AT: (888) 349-9062

THIS COMPLETED FORM MUST BE RECEIVED BY NOVEMBER 19, 2010, AT:

COMPUTERSHARE TRUST COMPANY, N.A.

ATTN: Viacom inc. Class B

Oddlot Program

250 Royall Street

Canton, MA 02021