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**CBS OUTERNET PARTNERS WITH LIFECLINIC INTERNATIONAL
TO BRING INTERACTIVE HEALTH PROGRAMMING AND ADVERTISING
TO PHARMACY LOCATIONS NATIONWIDE**

CBS Outernet, a leading provider of customized digital media networks to retail locations; and Lifeclinic International, Inc., the world's leading supplier of freestanding, automated vital signs monitoring equipment, today announced a definitive partnership to bring interactive health programming and advertising to pharmacy locations nationwide. The partnership will dramatically expand both companies' host of offerings to the retail pharmacy marketplace.

Working together with CBS Outernet, Lifeclinic is introducing digitally connected "health stations" to selected pharmacies nationwide, providing customers with a wide range of routine tests (such as blood pressure, cholesterol, pulse and weight measurements), centralized Web-enabled storage of test results, educational content and online disease management programs.

CBS Outernet will manage digital video screens in and around the pharmacy area that will educate shoppers about Lifeclinic's health station offerings, and provide relevant health-related information and advertising. Under the partnership agreement, CBS Outernet will provide network services, programming and advertising sales.

"CBS is uniquely qualified to serve pharmacies and other burgeoning digital out-of-home retail channels through its vast experience in program development, network management, unrivaled content resources and robust sales relationships," said Virginia Cargill, President of CBS Outernet. "CBS believes in the potential of this medium, and is committed to investing in the business to continue our strong growth trajectory."

Lifeclinic's blood pressure monitoring stations are currently used more than 300 million times each year in more than 25,000 pharmacies, and over 4,000 corporate, hospital and government locations throughout the United States. The company's vision is to build upon its vast national presence and existing relationships to provide pharmacies and their customers with value-added interactive health monitoring systems.

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"Consumers want easier ways to manage their health, and this partnership will help them do so," Cargill continued. "What's more, health and wellness advertisers are increasingly attracted by the potential of the pharmacy as a healthcare communications venue. By combining CBS Outernet and Lifeclinic's media platforms, we can offer advertisers the reach they seek, as well as the ability to engage the consumer in a rich, interactive dialogue."

"This is a meaningful step toward addressing the critical healthcare needs of this country," said Philander Claxton, President of Lifeclinic. "Our blood pressure monitors are provided by pharmacies as an important service to their customers. We believe the addition of our new health stations will become a fundamental part of the healthcare delivery system, helping people to anticipate disease threats, to learn about the risks they face and to participate in disease management programs."

"We already share common retail chains, as well as common goals, so working together makes good sense," said Lon von Hurwitz, Executive Vice President of Lifeclinic. "Consumers will be better equipped in their search for wellness, while retailers will benefit from increased medication therapy compliance, sales growth throughout the store, and customer loyalty. The model may be extended to all Lifeclinic locations, which include thousands of Fortune 500 company worksites and medical facilities, such as the Mayo Clinic and the National Institutes of Health."

About CBS Outernet

CBS Outernet, a division of CBS Corporation (NYSE: CBS.A and CBS), is a leading provider of customized digital media networks in highly targeted consumer environments, including grocery stores, pharmacies, medical and dental waiting rooms, restaurants and malls and other retail locations. Its grocery network, encompassing network services, programming and advertising sales, is currently installed in over 1,400 stores nationwide, reaching approximately 80 million shoppers each month. The company's grocery banners include Supervalu's Albertsons, Acme, Shaw's, and Jewel, along with leading regional grocers SaveMart, Pathmark, Price Chopper, Big Y and Ukrop's. The company reaches hundreds of millions of additional monthly viewers through programming and/or sales relationships with American Airlines, the Automotive Broadcasting Network (car dealership/service center waiting rooms), AutoNet (automotive and tire service center waiting rooms), Atlanta's MARTA commuter trains, Gas Station TV (gas station pump tops and convenience stores), The Healium Network (doctor and dentist offices), Indoor Direct (quick service restaurants), the Mall of America, Simon Malls, PRN, Royal Caribbean Cruises, and The Salon Channel among others.

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About Lifeclinic International

Lifeclinic International is the world's leading supplier of freestanding, automated, vital signs monitoring equipment designed to improve an individual's health and productivity while reducing healthcare costs. Established in 1976 as Vita-Stat Medical Services, Inc., Lifeclinic now has more than 35,000 systems installed worldwide. Lifeclinic monitoring stations can be found in more than 25,000 pharmacies and over 4,000 corporate, hospital and government locations throughout the United States, and are used more than 300 million times each year. Among the chains with Lifeclinic kiosks are CVS, Rite Aid, Kroger, Safeway, SUPERVALU, Ahold, Winn-Dixie, Publix, Kmart, Wal*Mart, and Sam's Club. For more information about Lifeclinic visit www.lifeclinic.com.

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