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## **TV LAND MYTHS AND LEGENDS SCORES TRIPLE-DIGIT GAINS IN RATING AND DELIVERY FOR TV LAND**

New York, NY, January 11, 2007 – The debut of TV Land's newest original series, **TV Land Myths and Legends**, was a huge hit with viewers, drawing triple-digit gains in rating and delivery for the network's premiere telecast on Wednesday, January 10 at 10 p.m (ET/PT). The series, which takes a look at the most compelling and intriguing mysteries in Hollywood, also drew double-digit gains with total viewers, averaging 940,000 total viewers.

According to Nielsen Media Research, the premiere scored a 0.6/621,000 among TV Land's core Adults 25-54 audience, up a stellar +100% in rating and +145% in delivery over the same night last year. Additionally, TV Land averaged 940,000 total viewers, up +70% versus 2006. Among Boomers, Adults 40-54, the network also scored triple-digit gains in rating and delivery, posting a 0.8/412,000, up +100% in rating and +107% in delivery over last year.

"These numbers are proof positive that people simply can't get enough of these myths and legends," states Larry W. Jones, TV Land. "They are part of the Boomer fabric, and will continue to intrigue people for years to come."

Each installment features original interviews, archival clips and appearances by celebrities -- many of whom had a direct connection to these legendary stories. Each episode explores extraordinary tales about Hollywood's most memorable stars, TV shows, films and music. The series examines the origin of these myths and rumors -- shedding light on some of pop culture's darkest mysteries. Produced by Gay Rosenthal Productions (*Behind the Music* and *Little People, Big World*), each 30-minute episode explores the truth behind these notorious stories.

Now seen in over 90 million U.S. homes, TV Land is dedicated to building the ultimate Baby Boomer entertainment brand on all platforms. Armed with a slate of new original programming, newly acquired Classic TV and movies, multiplatform content and **Cause Change**, a new pro-social initiative, the network is uniquely positioned to cater to America's 78 million Baby Boomers, the first generation of Americans who grew alongside television. TV

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Land's program mix features hit originals, popular dramas, sitcoms, westerns and Retromercials®. TV Land's roster includes hits like *All in the Family*, *M\*A\*S\*H*, *The Andy Griffith Show* and several others. Furthering the network's commitment to develop original programming that complements its roster of acquisitions, the network regularly showcases original series and specials like *I Pity The Fool*, *Sit Down Comedy with David Steinberg*, *TV Land Myths and Legends*, *Generation Boom*, *TV Land Confidential*, *TV Land's Top Ten*, *My First Time* and the upcoming original series *High School Reunion*.

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with more than 130 channels worldwide, owns and operates the following television programming services – MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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