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## **SIT DOWN COMEDY WITH DAVID STEINBERG TO PREMIERE EXCLUSIVELY ON TVLAND.COM**

**Each Episode to Air Online Every Monday Beginning February 19,  
Two Days Before Network Premiere**

**Episodes Available for Purchase on iTunes Beginning February 27**

New York, NY, February 1, 2007 – TV Land announced today that for the first time ever, it will air the season premiere of a series exclusively on **TVLand.com** when the second season of ***Sit Down Comedy with David Steinberg*** premieres online on **Monday, February 19**. The episode will then premiere on the network two days later on **Wednesday, February 21** in its regularly scheduled timeslot of **10 p.m. ET/PT**. In addition, throughout the series' six-week run, ensuing episodes will all premiere first on tvland.com every Monday and then air on the network two days later. The series -- filmed in front of a live studio audience -- launches with an animated and hilarious conversation with **Jerry Seinfeld**. Subsequent guests in this one-on-one comedy forum include **Robin Williams, Roseanne Barr, Jon Stewart, Garry Shandling and Ray Romano**, who entertain with funny stories about their personal lives and careers in entertainment.

***Sit Down Comedy with David Steinberg***'s multi-platform viewing experience includes:

**TVLand.com:** Beginning February 19, each episode from the series will premiere on the site two days before its on-air premiere. Other TVLand.com content for ***Sit Down Comedy with David Steinberg*** includes clips from the series' in which Steinberg's guests have starred such as *Everybody Loves Raymond* (Ray Romano), *Roseanne* (Roseanne Barr), *The Larry Sanders Show* (Garry Shandling), Jon Stewart (*The Daily Show*) and more. In addition, timed to each Wednesday on-air premiere, TV Land asks viewers to watch the on-air episode of the series to answer a trivia question. Viewers can then go to TVLand.com with their answer and enter for a chance to win a video ipod.

**iTunes:** Beginning February 27, episodes of the series will be available for purchase on iTunes music store. After the launch of the series, episodes of the series will be available for purchase on a weekly basis.

**Podcasts:** Kicking off with highlights from Steinberg's one-on-one with Jon Stewart, sneak peeks of the series will be available as free podcasts on iTunes beginning February 1. New podcasts from future episodes will be made available throughout the life of the series.

***Sit Down Comedy with David Steinberg*** engages classic and contemporary comedians for uproarious conversations in which they reveal personal anecdotes and recount famous comedy bits. From Jerry Seinfeld recalling how his how being fired from *Benson* led to creative control of *Seinfeld* to how an appearance on *Late Night with David Letterman* changed Ray Romano's life forever, to Garry Shandling boxing a rabbi, the series offers a unique freshness as these performers take to the stage to discuss their lives and careers, rather than simply drop by to promote an upcoming project. The result is two comedians in conversation -- an honest look at some of the most renowned comedic performers of our time in a clean "no-spin" zone.

"TV Land's studies have shown that Baby Boomers love to access and view content online," states Larry W. Jones, President, TV Land. "Boomers have embraced new media technology, so premiering ***Sit Down Comedy with David Steinberg*** in this way helps to satisfy their digital cravings."

The six episode series rollout is as follows:

**Online Premiere: Monday, February 19**

**On-Air Premiere: Wednesday, February 21**

Jerry Seinfeld and David discuss fatherhood, the greatest thing about being a comedian and his first *Tonight Show* appearance. Among other topics discussed include how he and Larry David conceived the premise of *Seinfeld* and the importance of playing the "straight man" in comedy.

**Online Premiere: Monday, February 26**

**On-Air Premiere: Wednesday, February 28**

Robin Williams goes one-on-one with David Steinberg and speculates on what Condoleeza Rice is like behind closed doors. Williams recounts how he broke Robert DeNiro's nose and his favorite moment during *Comic Relief*. Williams also opens up about what he was like in school and talks about his first stand-up experience.

**Online Premiere: Monday, March 5**

**On-Air Premiere: Wednesday, March 7**

Roseanne Barr sits down with David and discusses the awkward experience of what it is like to have your show bomb and then be stuck in an elevator with angry audience members. Roseanne also discusses what she believes the line is between being mentally ill and Jewish, and shares her spiritual awakening.

**Online Premiere: Monday, March 12**

**On-Air Premiere: Wednesday, March 14**

Jon Stewart and David Steinberg reminisce about the first time they worked together and compare what clothes they like to wear to work. Jon discusses his inspiration behind *The Daily Show* and recalls what his earliest memory is. He also shares how he learned not to fall in love with the audience, how he deals with his fans' criticisms and recounts his experience hosting The Academy Awards.

**Online Premiere: Monday, March 19**

**On-Air Premiere: Wednesday, March 21**

In this episode, Garry Shandling opens up to David about how he started his comedy writing at UCLA and eventually sold his first script to *Sanford and Son*. Garry also shares what it was like to host *The Tonight Show* for the very first time. He recounts how he defended Whoopi Goldberg at a celebrity basketball tournament and the experience of accidentally boxing a rabbi.

**Online Premiere: Monday, March 26**

**On-Air Premiere: Wednesday, March 28**

Ray Romano and David talk about his job as a futon delivery man in Manhattan -- delivering to Cher and Robert DeNiro -- as well as picking up a return from Larry David. Among other topics discussed include his experience living in his parents' basement until he was 29 and why "vacation sex" is better than "home sex." Romano also explains how *Everybody Loves Raymond* came about after an appearance on *Late Night with David Letterman*.

*The New York Times* has called David Steinberg one of the most original comedians in years, "a cross between Woody Allen and Lenny Bruce." Second only to Bob Hope in appearances on Carson's *The Tonight Show*, he began his comedy career with Second City and influenced the careers of John Belushi, Bill Murray, John Candy and others who followed him there. Steinberg capped a prolific career as a stand up comedian with four comedy albums and two Grammy nominations. He has also won two Emmys as a writer. Famous for being funny on both sides of the camera, he has directed many critically acclaimed shows, including *Friends*, *Newhart*, *Seinfeld*, *Mad About You*, and Larry David's *Curb Your Enthusiasm* for HBO. His work on *Seinfeld*, *Mad About You* and *Curb Your Enthusiasm* earned him several DGA and Emmy awards and nominations.

An accomplished director of over 300 commercials, David has also won virtually every award in advertising, including two Clio Awards and the prestigious Silver Lion Award at the Cannes International Film Festival.

Among the shows he is currently producing or directing are his seventh season on *Curb Your Enthusiasm*, *Campus Ladies* and The Dane Cook pilot. His first book, a biblical version of his life entitled "The Book of David," will be published by Simon and Schuster and will be out in June 2007. For more information on David Steinberg and his work go to [THEDAVIDSTEINBERG.COM](http://THEDAVIDSTEINBERG.COM).

***Sit Down Comedy with David Steinberg*** is executive produced by David Steinberg, Vince Arcaro and Robyn Todd.

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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 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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