



“HIGH SCHOOL REUNION” REACHES NEW HEIGHTS AND SCORES STRONGEST NUMBERS TO DATE

Wednesday’s Installment Averages Nearly 1 Million Total Viewers

New York, New York, March 5, 2009 – TV Land's original series “High School Reunion” averaged nearly 1 million total viewers for last night's 10 p.m. telecast, making it the most-watched episode of the season to date, according to Nielsen Media Research. The telecast also gave TV Land double-digit gains over last week's airing across the network's target demo, Adults 25-54, and among the network's core audience of Adults 40-54.

Wednesday's installment -- the third episode of “High School Reunion” -- posted a 0.6/592,000 among A25-54, up +30% in rating and +32% in delivery over last week's premiere. Among the network's core A40-54 audience, the episode posted a 0.8/452,000, up a whopping +82% in rating and +81% in delivery over last week. It also scored double digit gains among total viewers with nearly 1 million (954,000), up +38% over last week with a median age of 48.

The telecast posted huge gains with Men 25-54 and Women 25-54 over last week. Among M25-54, it scored a 0.5/271,000, up +49% in rating and +48% in delivery over last week's episode. Among W25-54, it posted a 0.6/321,000, up +20% in rating and delivery versus last week.

During this season of “High School Reunion,” nineteen classmates from the 1988 graduating class of Arizona's Chandler High School have been brought together for their own special reunion set on an exotic and romantic Kauai estate to rekindle old relationships, reveal long-held secrets and resolve deep-seated issues from 20 years ago in this eight-part reality series. “High School Reunion” is produced by Next Entertainment in association with Warner Horizon Television.

About Warner Horizon Television:

Warner Horizon Television is one of the entertainment industry's fastest-growing television companies, specializing in the creation of scripted series for the cable marketplace, and primetime reality series for both network and cable. Founded in 2006, this second production entity allows the Warner Bros. Television Group to expand its programming offerings and explore creative options made possible under a new business model.

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About TV Land PRIME and TV Land:

TV Land PRIME is TV Land's primetime programming destination designed for people in their mid-forties and the exclusive home to the premieres of the network's original programming, contemporary television series acquisitions and movies. TV Land PRIME is part of TV Land, a network dedicated to presenting the best in entertainment on all platforms for consumers in their 40s and 50s. Consisting of original programming, acquired shows, hit movies and full-service Web site, TV Land is now seen in over 93 million U.S. homes. For up-to-the-minute and archival press information including releases and photographs, please visit TV Land's press-only Web site at www.tvlandpress.com.

About MTV Networks:

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 150 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/THE N, VH1 CLASSIC, 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 300 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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Contacts: Jennifer Zaldivar
TV Land
212/846-8964
Jennifer.zaldivar@tvland.com

Vanessa Reyes
TV Land
310/407-4727
Vanessa.reyes@tvland.com