

Contacts: Jennifer Zaldivar
TV Land
212/846-8964
Jennifer.zaldivar@tvland.com

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

MAUI...WOWEE!!!

PREMIERE OF [TV LAND'S](#) NEWEST ORIGINAL SERIES -- [HIGH SCHOOL REUNION](#) -- SCORES IMPRESSIVE GAINS ACROSS KEY DEMOS

New York, New York, March 6, 2008 – Wednesday night's premiere of [TV Land's](#) newest original reality series, [High School Reunion](#), scored impressive gains across key demos over the same time period last year. The new series, which reunites classmates from a Texas high school more than 20 years after graduation, gave [TV Land](#) triple digit gains across the network's target demo, Adults 25-54, and double digit gains among the network's core audience, Adults 40-54.

"The success of [High School Reunion](#) is a testament to the fact that you can create programming for people in their 40s and 50s," states Larry W. Jones, President, [TV Land](#). "Viewers who first came to [TV Land](#) for classic TV are now embracing contemporary programming alongside their favorite hits. Last night's premiere is evidence that there is room for originals on [TV Land](#)."

According to Nielsen Media Research, [High School Reunion](#) posted a 0.4/426,000 among A25-54, up+105% in rating and +113% in delivery over last year. The network averaged 735,000 total viewers, up +62% over YAGO, with a median age of 46. Among the network's core A40-54 audience, the premiere earned a 0.5/260,000, an increase of +62% in rating and +69% in delivery over last year.

Additionally, [TVLand.com](#) experienced huge traffic gains to the [High School Reunion](#) microsite. During the 10 p.m. on-air premiere, daily unique visitors nearly doubled the previous hour, and after the show ended, uniques grew another +23% percent. In comparison to the previous day, the microsite garnered a +66% jump in traffic while all the [cast pages](#) generated triple digit gains. The number one page of the day on [TVLand.com](#) was a [photo album](#) taken by Kat, one of the [High School Reunion](#) alumni. Also, the site witnessed increases to the [home page](#), [daily schedule](#) and [message board](#) pages. Page views were up +37% over the previous day, +86% over four weeks prior and +169% over the same date one year ago.

- more -

Page 2 of High School Reunion ratings

The six-episode series, executive produced by Mike Fleiss and Lisa Levenson (*The Bachelor*), is set on a sun-drenched multi-million dollar Maui estate and revolves around a reunion getaway for alums from JJ Pearce High, several of whom have not seen each other since graduating 20 years ago. Whether opening some painful wounds inflicted by the resident bully or rekindling old romances, the series gives viewers a front row seat to the emotional and compelling rollercoaster ride throughout its six-week run.

[High School Reunion](#) is a production of Next Entertainment in association with Warner Horizon Television. In addition to executive producers Mike Fleiss and Lisa Levenson, Drew Hoegl and Jonathan Singer serve as co-executive producers. [High School Reunion](#) enjoyed a successful three season run on the WB.

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.

[TV Land](#) continues to build the ultimate entertainment brand on all platforms for consumers in their 40s and 50s. Armed with a slate of original programming, newly acquired classic and contemporary TV, [hit movies](#) and its redesigned website -- [TVLand.com](#) -- the network is uniquely positioned to superserve the first generation of Americans who grew up alongside television. The network's program mix features [original programming](#), [popular dramas](#), sitcoms and [westerns](#) in a fun-filled, pop culture environment featuring a roster of popular shows including [All in the Family](#), [M*A*S*H](#), [The Andy Griffith Show](#) and [Just Shoot Me!](#), which joined TV Land in January, 2008. In the coming months, the network will roll out a slate of new original series' such as [High School Reunion](#), [She's Got The Look](#), [Family Foreman](#) and [The Big 4-0](#). [TVLand.com](#), the network's Emmy Award-winning website, is devoted to all aspects of entertainment including [TV](#), [music](#) and [movies](#) and features [full-length episodes](#), a movie trailer database and over a dozen radio stations. [TV Land](#) is now seen in over 90 million U.S. homes.

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 140 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.

