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TV LAND BUILDS ULTIMATE BABY BOOMER ENTERTAINMENT BRAND

Network Unveils Upcoming Slate of Original Programming, Newly Acquired Shows, Enhanced Movie Block, Multiplatform Content and New Pro-Social Endeavor Designed to Cater to America's 78 Million Baby Boomers

New York, NY, March 23, 2007 – TV Land, a division of Viacom's (NYSE: VIA, VIA.B) MTV Networks, today announced an ambitious slate of on- and off-air efforts designed to further cater to America's 78 million Baby Boomers. The announcement was made by TV Land President, Larry W. Jones during his remarks before roughly 900 media industry executives in attendance at the network's annual advertisers' presentation in New York. In his remarks, Jones underscored TV Land's commitment to super serve Boomers with upcoming originals, newly acquired programming, an expanded roster of popular movies on the network's schedule and **Cause Change**, TV Land's new pro-social effort that seeks to harness Boomers' desire to give back to society through philanthropy, volunteerism and citizenship.

"TV Land wants to be the brand that understands and appreciates the entertainment and pro-social needs of Baby Boomers," explains Jones. "By expanding on our reach, where Boomers comprise roughly 75 percent of our target audience, TV Land is uniquely positioned to deliver entertainment and effective pro-social messaging that speaks to the life stage and values Boomers are currently experiencing. The days of targeting younger audiences, and hoping mature consumers will follow their lead, is now officially over."

Adds Jeff Lucas, Executive Vice President of National Ad Sales for MTV Networks Entertainment Group, "Following in the MTV Networks tradition of super serving each of its individual audiences – whether it's men, kids or young adults – TV Land is locked and loaded to help our marketing partners reach the largest and most affluent generation in U.S. history."

TV Land's on-air and off-air brand strategy is comprised of the following:

Original Programming

Several original shows, pilots and specials will grace the TV Land line-up in the coming weeks and months. Those projects include:

- **The Fifth Annual TV Land Awards Show** – Hosted by Kelly Ripa, *The TV Land Awards* is television's only show where contemporary stars come out to honor Classic TV icons. Among this year's honorees include: *Roots*, which will feature the reunion of several cast members in honor of the epic's 30th Anniversary; Lucille Ball, whose Legacy of Laughter Award will be accepted by her children, Lucie Arnaz and Desi Arnaz, Jr.; *The Brady Bunch*, which will be feted with the Pop Culture Award in an on-stage reunion of the cast; and *Hee Haw*, which will be honored with the Entertainer Award. Other honorees and presenters will be announced by TV Land shortly. Airdate: April 22, 2007.

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Original Programming (cont'd)

- **TV Land Confidential** – Each 30-minute episode of this returning TV Land series is filled with anecdotes, interviews and clips, bringing viewers the tales behind their favorite TV shows, musical performers and movies. Premiere date: July 11, 2007.
- **High School Reunion** – (Previously announced; Series in development) TV Land reunites more than a dozen alumni from a 1987 high school class. Where are they now? The jock, the cheerleader, the partier, the bully, the nerd and several others reunite more than twenty years later in a two-week Hawaiian get-away to rekindle past relationships, rivalries and romances. Premiere date: August 8, 2007.
- **TV Land Myths & Legends: Elvis Presley** – Based on the popularity of season one of *TV Land Myths & Legends*, this half-hour special coincides with TV Land's month-long salute to Elvis Presley (see acquired programming below). Thirty years after his death, TV Land takes an in-depth look at some of the most popularly held notions about the "King of Rock and Roll" and dissects them to separate fact from fiction. Airdate: August 16, 2007.
- **Back to the Grind** – This half-hour series takes iconic TV performers – from Loni Anderson to Harry Anderson and other actors not named "Anderson" – and has them perform the real-life version of the jobs their characters held on Classic TV shows like *WKRP in Cincinnati* and *Night Court*. Airdate: October 10, 2007.
- **Entertainment Weekly & TV Land Present: The 50 Greatest TV Icons** – TV Land partners with America's premier entertainment magazine to create a comprehensive look at the 50 Greatest TV Icons, all culled from over 50 years of television. This 2-hour special will be shown on TV Land on November 16, 2007.
- **Penny and Cindy** – (Previously announced; Pilot in Development) This scripted buddy comedy reunites actresses and real-life friends Penny Marshall and Cindy Williams, who gained fame and prominence on their enduring sitcom, *Laverne & Shirley*. Airdate: TBA.
- **35 and Beyond Super Model Search** – (Series in Development) This one-of-a-kind series takes TV Land audiences to New York's Wilhelmina Models Inc., where the would-be models are – gasp! – 35 and older. TV Land will feature the aspiring models in this elimination competition to select one winner for a lucrative modeling contract. Airdate: TBA.
- **Celebrity Love Cruise** – (Previously announced; Series in Development) Celebrities take to the high seas looking for love in this reality show. Airdate: TBA.
- **Family Foreman** – (Previously announced; Pilot in Development) TV Land gives viewers an intimate look at George Foreman, the former heavyweight boxing champ who reinvented himself into a successful businessman and pitchman. Viewers will get a rare glimpse into his home life as a minister and father to ten children, five of whom are also named George! Airdate: TBA.
- **The Big 4-0** – (Previously announced; Pilot in Development) TV Land viewers are invited to see real people in action as they prepare for another one of life's milestones – cart-wheeling into a new life-stage as a person in their 40s. Airdate: TBA.
- **The Story Of . . .** (Pilot in Development) – This TV show takes a fun, in-depth look at fads, trends and pop cultural phenomena fueled by the TV Generation. From Disco to physical fitness crazes to plastic surgery, each installment will explore one pop culture topic. Airdate: TBA.

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Acquired Programming

Furthering its commitment to expanding the network's roster of hit acquired programming, TV Land will showcase a month-long salute to Elvis Presley and add the popular series' *Scrubs* and *Just Shoot Me* to the TV Land schedule. Roll-out is as follows:

- **Elvis Month** – TV Land remembers the "King of Rock and Roll" by showcasing Elvis concerts, TV appearances, movies and biographies beginning on Friday, August 3, 2007 and airing throughout the entire month of August. Among the music-based programming, TV Land will present *Elvis: '68 Comeback Special*, *Aloha from Hawaii*, *Elvis: The Great Performances* and *Ed Sullivan's Rock and Roll Classics: Elvis Presley*. The network will also feature documentaries including *Elvis By the Presleys*, *Elvis on Tour* and *Elvis: His Best Friend Remembers*. Several movies will complement the schedule including *Love Me Tender*; *Easy Come, Easy Go*; *Fun in Acapulco* and several others.
- **Scrubs** – TV Land proudly adds the winner of TV Land's 2001 Future Classic Award to its schedule beginning in October, 2008. The series follows life at Sacred Heart Hospital and the comic adventures – and stream-of-conscious thought bubbles – of the hospital staff. The series stars Zach Braff, Donald Faison, Sarah Chalke, John C. McGinley and Judy Reyes.
- **Just Shoot Me** – This hilarious office comedy follows life at Blush Magazine, where a desperate writer – in need of work – joins her father on-staff at this cutting-edge fashion magazine. Coming to TV Land in first quarter, 2008 the series stars Laura San Giacomo, George Segal, Wendie Malick and David Spade.

TV Land is Movie Land

Beginning Friday, April 6, 2007, TV Land will cement Friday nights at 10 PM (ET/PT) as the network's signature movie block featuring some of the most beloved, enduring and iconic movies that Boomers fell in love with at the multiplex or first experienced through television. Among the films to be shown on TV Land include: *The Blues Brothers Movie*; *Beetlejuice*; *Caddyshack*; *Fletch*; *National Lampoon's Vacation*; *Pleasantville*; *White Men Can't Jump*; *Working Girl*; *Young Frankenstein* and several others. For more information on the movie block, please visit www.tvland.com.

Multi-platform Content

Armed with a new broadband media player – which debuted in August, 2006 – and one of the deepest online libraries featuring hundreds of television clips, celebrity interviews, classic TV commercials and several other features, TVLand.com will continue to serve as the network's showcase for multi-platform content. Now averaging over one million video streams per month and with traffic that has grown 66% since the launch of the player, online fans can find content that complements TV Land's original and classic TV programming, access exclusive footage, play interactive games and share content with other fans. TVLand.com will also feature interviews with the creators, actors and producers from TV history from the Academy of Television Arts and Science "Archive of American Television".

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Multi-platform Content (cont'd)

TV Land fans can have their say about TV Land programming through cell phone text messaging on programs such as *TV Land and Entertainment Weekly Present: The 50 Greatest TV Icons*, *The Annual TV Land Awards* and *35 and Beyond*. Additionally, TV Land will showcase original programming with podcasts available for subscription on TV Land.com and iTunes. Full episodes will also be available to watch on TVLand.com or purchase via iTunes.

TV Land is also going mobile with a Wireless Access Protocol (WAP) version of its popular tvland.com website. The site will feature ad-supported content centered on its archive of the most beloved classic TV shows and new original series and specials. TV Land fans will be able to test their knowledge of classic TV with a celebrity photo trivia game and a daily "Today in TV Land History" fact as well. Look for this new TV Land Mobile application to debut 2nd quarter 2007. More features will be added throughout the year.

Pro-Social

Beginning October 1, 2007 and beyond, TV Land will encourage its multi-platform audiences to give back to society through **Cause Change**, TV Land's newest pro-social initiative. On-going on-air promotion will underscore the personal and social benefits of giving back to society through philanthropy, volunteerism and good citizenship. On-air, the effort will showcase individuals who contribute to the well-being of others and viewers will be directed to www.tvland.com to learn more about how they can participate and help. On TVLand.com, **Cause Change** will link to other sites for more information on how they can be involved.

About TV Land

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.