



JETHRO PROVES HE'S NO FOOL DURING TV LAND'S "THE BEVERLY HILLBILLIES" MARATHON ON APRIL 1

New York, NY, March 24, 2008 – Jethro establishes himself as quite a literary scholar during TV Land's "The Beverly Hillbillies" Jethro's No Fool Night on [Tuesday, April 1, at 9:00pm through 2:00am \(all times ET/PT\)](#). Viewers can tune in for hysterical episodes of "The Beverly Hillbillies" as Jethro decides that even a millionaire needs a good education as he enrolls in an exclusive Beverly Hills elementary school. Watch as he strives to prove his intelligence, graduates from the sixth grade, enters college and makes a career choice between becoming a brain surgeon or a secret agent.

Fans can also log on to tvland.com to watch full episodes of "The Beverly Hillbillies," read character bios, see photos from the show and view a comprehensive episode guide. Plus, visitors can test their "hill-folk" knowledge with "The Beverly Hillbillies" trivia game.

Jethro's No Fool Night schedule is as follows (all times listed are ET/PT):

9:00pm & 12am: #08 "Jethro Goes to School"

A private schoolteacher is shocked to learn that her new fifth-grade student is a big, hulking teenager -- Jethro Bodine.

9:30pm & 12:30am: #72 "Jethro's Graduation"

When Jethro misses his graduation from sixth grade, Skipper the chimp pinch-hits for him.

10:00pm & 1am: #93 "Double Naught Jethro"

Jethro gives up his ambition to become a brain surgeon to take on the perils and pleasures of espionage.

10:30pm & 1:30am: #94 "Clampett's Millions"

A rival banker spirits the Clampett millions from Milburn Drysdale's loving care.

11:00pm & 2am: #120 "Military School"

The Clampett estate becomes a battlefield when Jethro enrolls in an exclusive Beverly Hills military academy.

11:30pm: #138 "Jethro Goes to College"

Jethro decides he is ready for college and enrolls in the only one that will accept him, a run down secretarial school.

About TV Land

[TV Land](#) continues to build the ultimate entertainment brand on all platforms for consumers in their 40's and 50's. 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 Web site, 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 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.

#

Contacts: Elaine Wilcox
TV Land
212-846-5502
elaine.wilcox@tvland.com

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