



## **TV LAND RENEWS HIT ORIGINAL REALITY SERIES "HIGH SCHOOL REUNION" FOR A SECOND SEASON**

### **MIKE FLEISS TO RETURN AS EXECUTIVE PRODUCER**

New York, New York – April 2, 2008 – Following impressive ratings gains and steady growth of its original reality series "High School Reunion," TV Land announced today that it has renewed the series for a second season, with Mike Fleiss returning as executive producer. Premiering in first quarter 2009, the second season will reunite high school alumni after 20 years as they gather for two weeks in an exotic vacation getaway.

"TV Land viewers can't get enough of 'High School Reunion,'" states Larry W. Jones, president, TV Land. "The show continues to build a new audience for TV Land and create buzz. We can't wait to introduce our viewers to a new reunited class as they reconnect with old friends and forge new relationships to make great television. "

"I'm thrilled that 'High School Reunion' connected with viewers in such a big way," said Mike Fleiss, the show's creator and executive producer. "I'm also very excited to be doing the show again with my friends at TV Land."

Last week's fourth installment of "High School Reunion," which aired on March 27, scored a series high, averaging 797,000 total viewers for the 10 p.m. telecast, making it the most-watched episode of the series to date, according to Nielsen Media Research. The telecast also gave TV Land double-digit gains across the network's target demo, Adults 25-54, and among the network's core audience, Adults 40-54.

Season one of "High School Reunion" has been averaging 767,000 total viewers, an increase of +14% above channel average with a median age of 46. Among Adults 25-54, it has been posting a 0.4/459,000, up +42% in rating and +41% in delivery over channel average. Among Adults 40-54, it is posting a 0.5/290,000, up +20% in rating and delivery.

"High School Reunion" and related content gave TVLand.com its best quarter ever for traffic, besting the previous quarter by +5%. Also, TVLand.com witnessed its best month in March, jumping +48% over the previous month and breaking "50 Greatest TV Icons'" record month by +18%.

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"High School Reunion" is executive produced by Mike Fleiss ("The Bachelor"), Andrew Hoegl and Jonathan Singer in association with Warner Horizon Television. The show reunites classmates from all walks and stages of life who have issues to address and resolve since their high school days. The series gives viewers a front-row seat to the emotional and compelling rollercoaster ride.

### **About TV Land:**

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](http://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 "She's Got The Look," "Family Foreman" and "[The Big 4-0](#)" as well as more episodes of the hit show "High School Reunion." 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.

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