



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

Vanessa Reyes-Smith
TV Land
310-752-8081
Vanessa.Reyes@tvland.com

FRIDAY NIGHTS HEAT UP ON TV LAND WITH NEW SIGNATURE MOVIE BLOCK, “FRIDAY NIGHT MOVIES”

**Network Becomes an Entertainment Destination Featuring Blockbuster Movies
Every Friday Night Beginning April 6 at 10p.m. (ET/PT)**

New York, NY, April 3, 2007 – TV Land continues to build itself as the ultimate Baby Boomer Entertainment Brand by premiering a new movie block, **“Friday Night Movies”, on Friday, April 6, 2007 at 10 p.m. (all times ET/PT)**. Each Friday, the network will go back in time and feature some of the most beloved, enduring and iconic movies that made audiences laugh, cry and hold on to their seats. Among the films to be shown on TV Land include *White Men Can’t Jump*; *National Lampoon’s Vacation*; *The Blues Brothers Movie*; *Beetlejuice*; *Caddyshack*; *Fletch*; *Pleasantville*; *Working Girl*; *Young Frankenstein* and several others - - all of which captured the hearts of Boomers and are still talked about today.

“Whether their first experience with these movies was at the multi-plex or on TV, Boomers love great movies, and TV Land is proud to showcase these for our audience,” states Larry W. Jones, President, TV Land. “Friday nights are the perfect night to kick back, relax and enjoy these movies all over again.”

Below is the line-up for TV Land’s April and May “Friday Night Movies” at 10pm:

4/6 White Men Can’t Jump

Starring Wesley Snipes and Woody Harrelson, this movie is about Two basketball hustlers join forces in the hopes of doubling their earnings. Their game is tight, but they could blow it if they can't resolve their differences.

4/13 Weekend At Bernie’s

Richard and Larry are two best friends who discover that someone has been embezzling money from their company. When they inform their boss -- Bernie Lomax -- he is so pleased that he invites them to his beach house for a weekend of fun, leisure and women. However, upon arrival they discover him dead! Richard wants to inform the authorities as quickly as possible, but Larry is determined to have a great weekend regardless of Bernie's death. Staring Andrew McCarthy and Jonathan Silverman.

- more-

Page 2 Friday Night Movies

4/20 Basic Instinct

Set in San Francisco, a former rock star and nightclub owner, Jonny Boz, is found murdered in his bed. Detective Nick Curran who is assigned to the case begins investigating Boz's former lover and crime novelist, Catherine Tramell, as a prime suspect. A torrid affair ensues and although more people end up dead as the investigation progresses, Nick believes Catherine is innocent. Staring Michael Douglas and Sharon Stone.

4/27 Weekend At Bernie's (replay, see 4/13)

5/4 National Lampoon's Vacation

Clark Griswald takes his family on a cross-country journey to the famed Wally World Amusement Park. Along the way they must deal with getting lost, surviving a family reunion and coping with each other. Starring Chevy Chase, Beverly D'Angelo and Anthony Michael Hall.

5/11 Soapdish

An ambitious young soap opera actress tries to steal the spotlight by convincing the producer to have the older, more venerable star written out of the script. Stars Sally Field, Kevin Kline, Whoopi Goldberg.

5/18 Punchline

A New Jersey housewife yearns to be a stand-up comic but has a lot to learn about making an audience laugh. When she befriends a brilliant but unstable comedian, she discovers the world of comedy is not always funny. Starring Tom Hanks, Sally Field and John Goodman.

5/25 National Lampoon's Vacation (replay, see 5/4)

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*.

Page 3 Friday Night Movies

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.

###