

**EMBARGOED FOR RELEASE 7 AM CET MONDAY APRIL 7<sup>th</sup>**

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April 7, 2008

***FREMANTLEMEDIA ENTERPRISES ACQUIRES INTERNATIONAL  
DISTRIBUTION RIGHTS FOR  
HIGHLY ANTICIPATED [TV LAND](#) ORIGINAL REALITY SERIES  
"SHE'S GOT THE LOOK"***

*Series Available as Part of FremantleMedia Enterprises MIP portfolio*

Cannes, MIPTV – FremantleMedia Enterprises (FME) has scooped up international distribution rights to *She's Got The Look*, TV Land's forthcoming reality series in search of the next new face of the fashion industry, but there's a twist: she's a woman 35 or older who exudes sophistication, beauty and confidence. The series is first available for sale at MIP. The show premieres on TV Land in the United States on [June 4, 2008 at 10 p.m.](#) (ET/PT).

"She's Got The Look" is a six-episode series done in partnership with Wilhelmina Models, Inc. The winner receives a lucrative modeling contract with Wilhelmina and a fashion spread in *SELF* Magazine. Iconic supermodel Kim Alexis, who has graced the cover of more than 500 magazines, hosts "She's Got The Look." Supermodel Beverly Johnson -- who made history as the first African-American model to grace the cover of American *Vogue* -- celebrity stylist Robert Verdi and Wilhelmina President Sean Patterson are featured as judges on the series. The series is executive produced by Emmy Award-Winner Allison Grodner ("Big Brother," "Blowout").

"We are so excited about this series and we're thrilled that FME shares our passion for the show," states Larry W. Jones, President, TV Land. "She's Got The Look" offers a positive and global message -- that beauty is timeless -- and is certain to resonate with women worldwide. This deal with FME supports TV Land's commitment to create original programming for people in their 40s and 50s."

Added David Ellender, FME's CEO, "FME is continually striving to uncover new formats and original programming that speaks to a worldwide audience. We are so pleased to be working alongside TV Land in positioning a positive reality show for a new global audience and look forward to presenting it at MIP."

TV Land's search for potential supermodels for "She's Got The Look" resulted in flying 20 contenders to New York City. Documented in the series, these semi-finalists were put to the test to express themselves and their fashion know-how. Ten finalists were then selected to live in a New York City loft and compete in challenges such as photo shoots, runway competitions and tests on their fashion expertise. At the end of the competition, one woman is crowned the ultimate winner.

**Visit FremantleMedia Enterprises at MIPTV 2008 at Stand No. RB1 Riviera Beach, Palais du Festivals, 7th – 11th April**

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**Note to Editors:**

**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 -- 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 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.

**About FremantleMedia Enterprises;**

FremantleMedia Enterprises is the content exploitation arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment. It is a division of FremantleMedia, one of the world's largest creators, producers, distributors and licensors of programme brands in over 40 territories worldwide.

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