



TV LAND'S "HIGH SCHOOL REUNION" FINALE SCORES MOST-WATCHED EPISODE WITH OVER 1 MILLION TOTAL VIEWERS

TV Land's Most-Watched Original Series in Network History Among A25-54

New York, New York – April 10, 2008 – The finale of TV Land's "High School Reunion" averaged over 1 million total viewers for last night's 10 p.m. telecast, making it the most-watched episode of the season, according to Nielsen Media Research. The episode was also the highest rated of the season, building over last week's episode with double digit increases. "High School Reunion" is TV Land's most watched original series ever among A25-54.

In last night's finale -- entitled "Only the Lonely" -- the classmates celebrated the end of their reunion with a prom which included a special performance by hit 80's band, The Motels. The episode posted a 0.5/560,000 among A25-54, up +42% in rating from last week's episode and +43% in delivery. Among the network's core A40-54 audience, the episode earned a 0.5/266,000, a rise of +32% in rating and +30% in delivery over last week. It also scored double digit gains in total viewers (over 1 million) with a +51% increase over last week.

Throughout the season, "High School Reunion" averaged 821,000 total viewers, up +89% over the same time period last year with a median age of 45. Among A25-54, it posted a 0.5/487,000, up +147% in rating and +152% in delivery versus last year. Among A40-54, the series averaged a 0.5/275,000, an increase of +92% in rating and +96% in delivery over YAGO.

"The steady, record-setting growth of 'High School Reunion' this season is a testament to the fact that viewers can't get enough of this show," states Larry W. Jones, president, TV Land. "Our audience of people in their 40s and 50s continue to come to us on-air and online, and we couldn't be more thrilled. The series has become appointment television, and we can't wait to introduce our viewers to a new reunited class next season."

Online, TVLand.com also saw massive gains. The site tied its best day ever and beat the previous Wednesday by +43%. During the hour of the on-air premiere of the finale (10-11pm), TVLand.com's traffic increased +162% over the previous week and the 11p.m. to

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12 a.m. hour spiked +188% over last week. The "High School Reunion" Webisodes were the most popular video of the day, eclipsing the next popular clip by +110%. For the week of March 31st, thirteen out of the top twenty pages on the site were "High School Reunion" pages.

Executive produced by Mike Fleiss and Lisa Levenson ("The Bachelor"), "High School Reunion" reunites classmates from all walks and stages of life who have some issues to address and resolve since their high school days. It gives viewers a front row seat to the emotional and compelling rollercoaster ride throughout its run.

About TV Land:

TV Land is dedicated to presenting the best in entertainment on all platforms for consumers in their 40s and 50s. Armed with a slate of original programming, acquired classic shows, hit movies and full-service web site, TV Land is now seen in over 90 million U.S. homes. For up-to-the-minute and archival press information including releases and photographs, please visit TV Land's press-only web site at www.tvlandpress.com.

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.

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