



TV LAND HEATS UP THE SUMMER WITH THE PREMIERES OF EXCITING NEW ORIGINALS SERIES, THE LAUNCH OF "ROSEANNE," AN UNFORGETTABLE AFI TRIBUTE TO MICHAEL DOUGLAS AND HIT MOVIES BEGINNING IN JUNE ON TV LAND PRIME

"She's Got The Look," "Make My Day" and the Highly-Anticipated Joan Rivers Series "How'd You Get So Rich?" Set to Premiere

Los Angeles May 6, 2009 – TV Land's got a scorching summer schedule kicking off this June that includes the premiere of three original reality series, an exciting celebrity-filled tribute to Michael Douglas as this year's recipient of the AFI Life Achievement Award, blockbuster movies and the addition of "Roseanne" – all premiering in TV Land Prime, the network's new primetime programming block designed to appeal to the attitudes, life stage and interests of people in their 40s.

The network's summer schedule kicks off on June 5th with a week-long launch event of the hilarious sitcom "Roseanne" starring Roseanne Barr. Then, on June 11th, a new season of the TV Land hit "She's Got the Look" -- a reality show modeling competition searching for the next great supermodel over the age of 35 -- kicks off. On July 19th TV Land will air a special presentation of the AFI Life Achievement Award honoring celebrated actor Michael Douglas. And on August 12th, TV Land premieres two brand new original series back-to-back with "How'd You Get So Rich?" -- starring Joan Rivers -- and the hidden camera show "Make My Day." TV Land's signature Friday night "PRIME Movie" block will continue to air star-powered movies all summer long.

Below is a detailed look at TV Land's summer programming:

ORIGINAL PROGRAMMING:

"SHE'S GOT THE LOOK"

THURSDAY, JUNE 11th AT 9 PM ET/PT

TV Land's successful reality series "She's Got The Look" returns for a second season as ten new finalists – all over the age of 35 – compete to become the next great supermodel. The series, which is hosted by Kim Alexis, is a collaboration with Wilhelmina Models Inc., and sets out to discover a sophisticated, beautiful and confident woman over the age of 35 destined to become the next "it" girl of the fashion industry. In addition to a contract with Wilhelmina Models Inc., and a photo spread in *SELF* magazine, this season's winner will also receive a check for \$100,000. Supermodel Beverly Johnson, who made history as the first African

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American model to appear on the cover of *American Vogue*, celebrity stylist Robert Verdi and Wilhelmina president Sean Patterson are all featured as judges on the series. Guest appearances this season include Rachel Hunter, Beth (Ostrosky) Stern and Frederique.

"HOW'D YOU GET SO RICH" **WEDNESDAY, AUGUST 12th AT 10 PM, ET/PT**

Notoriously uncensored gossip diva Joan Rivers stars in TV Land PRIME's new original reality series, "How'd You Get So Rich?" Executive produced by Mark Burnett ("Survivor," "The Apprentice") and Zoo Productions, Inc., Joan Rivers takes TV Land viewers on an escapist tour of the most lavish and extravagant homes and introduces them to folks who made a lot of money in really interesting ways -- the way only Joan can.

"MAKE MY DAY" **WEDNESDAY, AUGUST 12th AT 10:30PM ET/PT**

This comedic hidden-camera series provides a window into one day in the life of an unsuspecting participant. Tune in as cameras capture the action as they experience weird coincidences, extraordinary situations and surprise celebrity appearances for one whole day. "Make My Day" is a 30-minute series produced for TV Land by Embassy Row ("Power of Ten" and "Who Wants To Be A Millionaire"), Monkey Kingdom and Sony Pictures Television. Michael Davies serves as the executive producer.

SPECIAL PRESENTATION:

"TV LAND PRIME PRESENTS THE AFI LIFE ACHIEVEMENT AWARD" **SUNDAY, JULY 19th, 9 PM ET/PT**

TV Land will air the American Film Institute's (AFI) Life Achievement Award tribute --the highest honor for a career in film -- to Michael Douglas on July 19th. It was previously announced that AFI and TV Land signed a multi-year agreement for the annual salute. The gala tribute will be taped in Los Angeles on Thursday, June 11th, 2009. Every year this prestigious honor is presented to a single honoree. The first recipient of this award John Ford is joined by a list of highly respected recipients that include Warren Beatty, Al Pacino, Sean Connery, Meryl Streep, Robert De Niro, Barbara Streisand and Harrison Ford.

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ACQUISITION:

"ROSEANNE"

LAUNCH WEEK: FRIDAY, JUNE 5TH – FRIDAY, JUNE 12th AT 8PM ET/PT

One of the highest rated shows in America from 1989 to 1990 "Roseanne" was a sitcom that portrayed an American working class family struggling to get by in the fictional town of Lanford, Illinois. The popular series focuses on the life of Roseanne Conner, a blue-collar working mother with a big mouth, big sense of humor and an even bigger personality. Roseanne not only tends to her home, takes care of her three kids -- Becky, Darlene and D.J. -- (Lecy Goranson and later Sarah Chalke; Sarah Gilbert and Michael Fishman) she also takes care of husband Dan (John Goodman) who was also her high school sweetheart. She does all of this – in addition to working eight-hour days -- to ensure all the bills are paid.

MOVIES:

"PRIME MOVIE BLOCK"

EVERY FRIDAY NIGHT AT 10PM ET/PT

Hit movies that our viewers love are airing every Friday night on TV Land. The movie block line-up includes "Born on the 4th July," "Back to School," "Driving Miss Daisy," "Another 48 Hours" and "Doc Hollywood."

About TV Land PRIME and TV Land

TV Land PRIME is TV Land's prime time programming destination designed for people in their mid-forties and the exclusive home to the premieres of the network's original programming, contemporary television series acquisitions and movies. TV Land PRIME is part of TV Land, a network dedicated to presenting the best in entertainment on all platforms for consumers in their 40s and 50s. Consisting of original programming, acquired shows, hit movies and full-service Web site, TV Land is now seen in over 93 million U.S. homes.

About MTV Networks

MTV Networks, a division of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of entertainment content, with brands that engage and connect diverse audiences across television, online, mobile, games, virtual worlds and consumer products. The company's portfolio spans more than 150 television channels and 350 digital media properties worldwide, and includes MTV, VH1, CMT, Logo, Harmonix, Nickelodeon, Nick at Nite, Noggin, The N, AddictingGames, Neopets, COMEDY CENTRAL, Spike TV, TV Land, Atom, GameTrailers and Xfire.

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