



## **TV LAND HIRES JOAN!!**

### **JOAN RIVERS EXPLORES THE LIFESTYLES OF THE FABULOUSLY RICH...AND LUCKY WHEN "HOW'D YOU GET SO RICH?" PREMIERES ON TV LAND ON WEDNESDAY, AUGUST 12**

**Discover How Millionaires Ranging From the BillyBob Teeth Inventor to "Mr. Mardi Gras"  
Got Their Money...And The Wacky And Extravagant Ways They Spend It**

New York, NY, May 11, 2009 – The economy may be in the tank, but like it or not, there are still millionaires out there – and they didn't all get rich by stealing your money! After allowing the notoriously uncensored Joan Rivers into your living room all these years to ask her signature questions "Can we talk?" and "Who are you wearing?," Rivers is coming back to TV to ask her next question -- "**How'd You Get So Rich?**" The 30-minute series, of the same name, premieres **on TV Land on Wednesday, August 12, 2009 at 10 p.m. ET/PT.** Accompany Joan as she adds "fortune explorer" to her résumé with this new original series airing in TV Land PRIME. Viewers will be shocked as they discover how these great fortunes were made and the zany ways they are being spent.

"There is no one more outrageous and hilarious than Joan Rivers to introduce America to multimillionaires who prove that there is no such thing as small ideas!," states Larry W. Jones, president, TV Land. "'How'd You Get So Rich?' is the perfect escapist fantasy and in these tough times – an inspiration. The guy who made a 5 chamber bubble wand is worth \$50 million. Why didn't I think of that!"

Rivers takes viewers on a journey to meet the millionaires who struck gold as she tours 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. From the inventor of the BillyBob Teeth who grew up dirt poor to the pioneer of the Infomercial who peddles goodies like Obama coins and "Mr. Mardi Gras" who still lives in the same house as when he came into his riches to a Telecommunications tycoon who built an empire by starting out going door to door selling cordless phones, all of these millionaires made their money in the most unexpected and interesting ways.

"How'd You Get So Rich?" is a six-episode series from Mark Burnett Productions and Zoo Productions, Inc. Mark Burnett, Barry Poznick and John Stevens serve as executive producers.

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**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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