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## **TV LAND DEBUTS *MY FIRST TIME* ON WEDNESDAY, JUNE 28 AT 10 P.M. ET/PT**

### **SIX-PART SERIES LOOKS AT THE ROLE THAT CHANGED CELEBRITIES' LIVES**

#### **TED DANSON, HENRY WINKLER, JOHN SCHNEIDER, CYBIL SHEPHERD, JIM BELUSHI, KATEY SAGAL, CHERYL LADD, JOHN O'HURLEY AND GLEN CAMPBELL AMONG STARS FEATURED**

Santa Monica, CA, May 31, 2006 – TV Land will revisit the first major career milestones of some of America's favorite TV stars with the premiere of ***My First Time***. The six-part series, produced for TV Land by Scott Sternberg Productions, will debut **on Wednesday, June 28 in its regularly scheduled timeslot of 10 p.m. ET/PT and will air through August 2.** Renown actor, producer and director Henry Winkler (*Happy Days, Hollywood Squares*) and actress Katey Sagal (*Married...with Children, 8 Simple Rules for Dating My Teenage Daughter*) are featured in the first episode.

Bolstered by original interviews with each star profiled, every 30-minute episode will trace the first "big break" of some of the biggest and brightest talents in Hollywood. Fellow cast members, producers, agents, directors and others who were part of making that first moment happen will also be interviewed for the series. Additionally, each show will contain rare footage from performances that many fans -- and maybe the stars themselves -- forgot existed... and some clips that these performers would probably rather forget. *My First Time* also gives an intimate look at the stars' lives as they were then, their hopes for that first part and how they feel looking back at that moment in time.

"TV Land is really excited to give our viewers a more personal look at how their favorite stars got the role that changed their lives," explains Sal Maniaci, Senior Vice President, Development and Original Production, TV Land. "Viewers will get to hear stories never told before as we continue to create original programming for the network that celebrates some of the most popular stars our viewers know and love."

"*My First Break* will give audiences a rare insight into the making of a star and will make for compelling television," said Scott Sternberg, CEO of Scott Sternberg Productions. "We're delighted to be partnering with TV Land to bring this exciting original program to air."

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Other celebrities featured throughout the series include **Jim Belushi, Dean Cain, Glen Campbell, Ted Danson, Sara Gilbert, Cheryl Ladd, Mr. T, John O'Hurley, John Schneider** and **Cybil Shepherd**.

**The series rollout is as follows (10 p.m. ET/PT):**

Wednesday, June 28  
Henry Winkler and Katey Sagal

Wednesday, July 5  
Ted Danson and John O'Hurley

Wednesday, July 12  
Jim Belushi and Sarah Gilbert

Wednesday, July 19  
John Schneider and Dean Cain

Wednesday, July 26  
Cheryl Ladd and Glenn Campbell

Wednesday, August 2  
Mr. T and Cybil Shepherd

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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*.

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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.

### **About Viacom**

Viacom is a leading global entertainment content company, with prominent and respected brands in focused demographics. Offering programming and content for television, motion pictures and digital platforms, Viacom's world-class brands include MTV Networks (MTV, VH1, Nickelodeon, Nick at Nite, Comedy Central, CMT: Country Music Television, Spike TV, TV Land, Logo and more than 120 networks around the world), BET, Paramount Pictures, Paramount Home Entertainment, DreamWorks and Famous Music. More information about Viacom and its businesses is available at [www.viacom.com](http://www.viacom.com).

### **About Scott Sternberg Productions**

Scott Sternberg Productions is a full service television production company focusing on unscripted programming. Emmy-award winning CEO, Scott Sternberg, founded Scott Sternberg Productions in 1991. The firm provides content to broadcast and cable networks, web portals and satellite radio stations. Scott Sternberg Productions also produces branded content for major non-broadcast entities. No Studio Entertainment and Spanglish Entertainment are wholly owned subsidiaries of Scott Sternberg Productions. Both produce regional and local programs, with Spanglish Entertainment providing content for Spanish language outlets. Scott Sternberg Productions is located at Raleigh Studios in Hollywood, CA.

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