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EXTREME MAKEOVER: HOME EDITION BREAKS GROUND ON TV LAND ON AUGUST 7

TV Land Wins Exclusive Off-Network Rights to Air Hit Series

New York, NY, June 4, 2007 – TV Land has secured the exclusive off-network rights from Disney-ABC Domestic Television to air **Extreme Makeover: Home Edition** – one of the most successful reality shows of all time – it was announced today. The deal launches in August and gives TV Land access to prior seasons of the series. **Extreme Makeover: Home Edition**, which has won two consecutive Emmy Awards and is one of primetime's most popular shows, will premiere on TV Land on **August 7th in its regular timeslot of Tuesdays at 11pm (ET/PT).**

"**Extreme Makeover: Home Edition** is the perfect complement to TV Land's strategy of superserving Baby Boomers, the first generation to grow up alongside television," explains Larry W. Jones, President, TV Land. "The show's central theme of giving back to society is a quality Boomers appreciate and the fact that each episode comes complete with a happy ending is a device the TV Generation has come to expect from TV viewing."

Premiering in 2003, each episode of **Extreme Makeover: Home Edition** is a self-contained story which follows a team of designers, contractors and workers as they race against time to complete a project that would normally take months to achieve. The design team experiences changing the lives of these families in need, IF they can achieve the seemingly impossible – rebuilding an entire house in seven days. Each episode begins with the home makeover surprising the unsuspecting family with the news that they have been chosen to receive a home makeover. Then, it's a wild ride as viewers experience the unbelievable transformation of the house and emotional reveal to the families.

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The hit series, which will begin its fifth season on ABC this fall, includes team leader and carpenter Ty Pennington, Paul DiMeo (carpentry/attitude), Paige Hemmis (carpentry/nuts & bolts), Michael Moloney (interiors/glamour), Ed Sanders (construction), Preston Sharp (exteriors/big ideas), Tracy Hutson (shopping/style), Tanya McQueen (interiors), Eduardo Xol (landscaping) and John Littlefield (handyman/carpentry). **Extreme Makeover: Home Edition** is produced by Endemol USA and executive-produced by Denise Cramsey.

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* and *TV Land's Top Ten* as well as the upcoming original series *High School Reunion*.

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 135 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, 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.

Disney-ABC Domestic Television is the domestic distribution arm of The Walt Disney Company, providing motion pictures and television programming to pay cable, basic cable, video-on-demand (VOD), pay-per-view (PPV), mobile, broadband and broadcast television. Disney-ABC Domestic Television is a wholly owned subsidiary of Disney Enterprises, Inc.

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