



Contacts: Vanessa Reyes
TV Land
310/ 752-8081

TV LAND HONORS THE LIFE OF AARON SPELLING WITH ON-AIR AND ONLINE PROGRAMMING SALUTE

Santa Monica, CA – June 27, 2006 – TV Land will celebrate the life and work of legendary producer and show creator, Aaron Spelling – who passed away on Friday at the age of 83 – with programming salutes on both TV Land and the network's website, TVLand.com, it was announced today by Larry W. Jones, President, TV Land. Spelling, who held the distinction of being the most prolific producer in the history of television, was honored by TV Land when the network presented him with the Pioneer Award during the 2005 *TV Land Awards: A Celebration of Classic TV*.

"Aaron Spelling was an enormous talent whose keen eye, sharp wit and deep understanding of why people love television made him one of the greatest sources of beloved TV shows in the history of the medium," explains Jones. "Mr. Spelling exuded charm and worked tirelessly to entertain us all. Many of us at TV Land feel so honored to have known him and our deepest condolences go out to the Spelling family, friends and fans as we all mourn the loss of this incredibly gifted man."

On-air, TV Land will re-broadcast two installments of the network's acclaimed 2004 6-part special *TV Land Moguls*. This Saturday, from 10AM – Noon (ET/PT), TV Land's weekend original programming block will be dedicated to Spelling with the two installments highlighting many of his achievements. The episodes explore the biggest moguls from the 1970s and spotlight Spelling's rise to prominence in the world of entertainment. It was during that time in which he created some of the biggest hits in television including *Charlie's Angels*, *The Love Boat*, *Fantasy Island*, *Starsky & Hutch* and several others. TV Land has already begun airing a memorial spot reminding viewers of his outstanding contributions.

(more)

TV Land's website, TVLand.com, will showcase of variety of Aaron Spelling-related highlights that online visitors can access beginning immediately. Among the offerings include:

- A 2005 interview with TVLand.com in which he discusses his life and career in front of and behind the camera.
- An excerpted scene from his performance, as an actor, in the memorable *I Love Lucy* episode entitled "Tennessee Bound," in which he plays a country bumpkin Lucy and Ricky encounter on a cross-country trip.
- Clips from his acceptance of the Pioneer Award and tributes from numerous performers, many of whom gained fame and success under his leadership, at the 2005 *TV Land Awards: A Celebration of Classic TV*.
- Select moments from *TV Land Moguls*, in which his rise to the top in the 1970s is traced.

TV Land and all related logos and titles are trademarks of Viacom International Inc.

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*.

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.