



TV LAND'S GOT THE LOOK!

TV LAND RENEWS HIT ORIGINAL REALITY SERIES "SHE'S GOT THE LOOK" FOR A SECOND SEASON

Allison Grodner to Return as Executive Producer

New York, New York – July 1, 2008 – Following impressive ratings gains and steady growth in popularity, TV Land has announced today that it has renewed its original reality series "She's Got The Look" for a second season. Emmy Award-Winner Allison Grodner ("Big Brother," "Blowout") will return as executive producer. Premiering in 2009, the second season of "She's Got The Look" will expand from six episodes to eight and will again set out to discover a sophisticated, beautiful and confident woman 35 or older destined for supermodel stardom.

"We're so excited that 'She's Got The Look' resonates with our viewers," states Larry W. Jones, president, TV Land. "The show's message of reinvention and the pursuit of life-long dreams is something identifiable to our audience of 40 and 50 year olds. We can't wait to introduce our viewers to another group of ageless beauties."

"I'm thrilled that TV Land viewers can't get enough of "She's Got The Look," states Allison Grodner, the show's Executive Producer. "I love the show and can't wait to see what the next season has in store. I'm really looking forward to working with my friends at TV Land again."

Season one of "She's Got The Look" has been averaging 633,000 total viewers, an increase of +17% versus channel total day average with a median age of 46. Among Adults 25-54, it has been posting a 0.4/409,000, up +63% in both rating and delivery over channel total day average. Among Adults 40-54 it is posting a 0.5/262,000, up +33% in rating and +34% in delivery. In addition, "She's Got The Look" and related content gave TVLand.com its best month ever for traffic, up 11% from the previous record holder (March 2008) and up 223% from year ago numbers.

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"She's Got The Look" followed a nationwide search, including months of online submissions, auditions and regional competitions around the country, which resulted in flying 20 contenders to New York City. These semi-finalists were put to the test of expressing themselves and their fashion know-how. Ten finalists were then selected to live in a New York City loft and compete in challenges such as photo shoots, runway competitions and tests on their fashion sense. At the conclusion of the competition, one woman will win a lucrative modeling contract.

Information on the second season of "She's Got The Look" can be found at TVLand.com.

About TV Land:

TV Land is dedicated to presenting the best in entertainment on all platforms for consumers in their 40s and 50s. Armed with a slate of original programming, acquired classic shows, hit movies and full-service web site, TV Land is now seen in over 90 million U.S. homes. For up-to-the-minute and archival press information including releases and photographs, please visit TV Land's press-only web site at www.tvlandpress.com.

About MTV Networks

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 150 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, 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 300 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.

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