



SCHOOL'S BACK IN SESSION!!

**TV LAND BEGINS PRODUCTION IN KAUAI, HI FOR
ITS SECOND SEASON OF "HIGH SCHOOL REUNION"**

**Mike Fleiss, Andrew Hoegl and Jonathan Singer Return as Executive Producers
Arizona's Chandler High School Class of '88 Selected for Reunion
Series Expands to Eight Episodes and Will Air in Early 2009**

July 08, 2008 – New York, NY – TV Land announced today that production has begun on its second season of the network's hit original reality series "High School Reunion" in Kauai, Hawaii. The class of 1988 from Chandler High School (Chandler, AZ) has been selected by the network to come together to rekindle old relationships, reveal long-held secrets and resolve deep-seated issues from 20 years ago. "High School Reunion" will expand from six episodes to eight and will be shot entirely on location on the luxurious island of Kauai. The series is slated to air in early 2009 and each episode will be one hour.

"The Chandler class of '88 is filled with amazing alumni with dramatic and interesting stories that we can't wait to tell during the upcoming season "High School Reunion," states Larry W. Jones, president, TV Land. "As they reconnect with old friends and forge new bonds with former classmates, there are sure to be some unforgettable moments that make great television. The magnificent Hawaiian back-drop will be second only to the emotional and energy-charged moments viewers are sure to enjoy in the new season."

"High School Reunion" debuted on the network in March 2008 and enjoyed great ratings success among the channel's target demo of Adults 25-54 and core audience of Adults 40-54. During the first season, "High School Reunion" averaged 821,000 total viewers, up +89% over the same time period last year with a median age of 45. Among A25-54, it posted a 0.5/487,000, up +147% in rating and +152% in delivery versus last year. Among A40-54, the series averaged a 0.5/275,000, an increase of +92% in rating and +96% in delivery over

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YAGO. High School Reunion drove TVLand.com to one of its best months ever in April 2008, launching video users to a +135% increase while streams were up a strong +246%. The series drove Time Spent to its best month, displaying +184% over YAGO levels, and traffic was up +65% over last year.

"High School Reunion" is a production of Next Entertainment in association with Warner Horizon Television. In addition to executive producers Mike Fleiss ("The Bachelor"), Andrew Hoegl and Jonathan Singer, Scott Cooper and Jason Ehrlich serve as co-executive producers. Prior to premiering on TV Land in 2008, the series previously ran for three seasons on The WB Network.

About Warner Horizon Television:

Warner Horizon Television is one of the entertainment industry's fastest-growing television companies, specializing in the creation of scripted series for the cable marketplace, and primetime reality series for both network and cable. Founded in 2006, this second production entity allows the Warner Bros. Television Group to expand its programming offerings and explore creative options made possible under a new business model.

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

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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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