



## **TVLANDPRIME.COM IS FILTHY RICH WITH EXCLUSIVE ONLINE CONTENT FOR THE PREMIERE OF “HOW’D YOU GET SO RICH?” ON AUGUST 5**

New York, NY, August 4, 2009 – [TVLandPRIME.com](http://TVLandPRIME.com) celebrates TV Land's newest original series “[How’d You Get So Rich?](#)” on [Wednesday, August 5, 2009, at 10 p.m. ET/PT](#) with exclusive and hilarious content featuring the often-outrageous star of the series, Joan Rivers. Visitors to the site can log on to check out bloopers, out-takes, a photo gallery and behind-the-scenes footage of Ms. Rivers as she takes viewers on a tour of the lavish mansions of those who went from rags to mega-riches and ambushes shoppers on Rodeo Drive. The site will also feature a weekly [video blog \(“vlog”\)](#) from Joan herself in which she will share her expertise on plastic surgery do’s and don’ts, how to spot the nouveau riche, crazy versus “eccentric” and more.

### **TV Land PRIME’s “How’d You Get So Rich?” microsite features the following elements:**

#### **Video Blogs (“Vlogs”)**

Visitors to TVLandPRIME.com will be treated weekly to a sidesplitting video blog (“vlog”) from Joan’s extravagant New York City apartment as she doles out tips on plastic surgery, ideas about her own great invention concepts potentially worth millions, thoughts on Angelina Jolie, Tom Cruise and more. She’ll ask, “Why didn’t I think of that?!” and discuss the importance of genius marketing and “working your ass off!” Whether it’s a Mercedes Benz with a gun rack on top or a favorite wine...from the box, Joan also touches on how to spot the nouveau riche.

#### **Bloopers and Not-for-Air Scenes**

Each week, TVLandPRIME.com will be updated with exclusive bloopers and out-takes as Joan visits the mega-rich at their homes and ambushes other millionaires on Rodeo Drive. She even goes as far to get in the car with one! In addition, TVLandPRIME.com will also feature sneak peeks of future episodes and extended scenes not seen on-air.

#### **Photo Gallery**

Meet the millionaires of “How’d You Get So Rich?” with a candid photo gallery as they pose with Joan on their yachts, gold-gilded libraries, ballrooms or with their Ferrari collections. Joan even pulls her weight around the mansion by mowing the lawn and tests the water temperature in a glamorous indoor swimming pool by jumping right in...clothes and all.

**-more-**

## **About the Show**

Accompany Joan Rivers as she takes viewers on a journey to meet millionaires who worked hard and struck gold as she tours their lavish and extravagant homes around the country. From the inventor of the BillyBob Teeth who grew up dirt poor to the pioneer of the Infomercial who peddles goodies like Obama coins and “Mr. Mardi Gras” who still lives in the same house as when he came into his riches to a Telecommunications tycoon who built an empire by starting out going door to door selling cordless phones.... all of these millionaires made their money in the most unexpected and interesting ways.

“How’d You Get So Rich?” is a six-episode series from Mark Burnett Productions and Zoo Productions, Inc. Mark Burnett, Barry Poznick and John Stevens serve as executive producers.

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## **About TV Land PRIME and TV Land**

TV Land PRIME is TV Land's prime time programming destination designed for people in their mid-forties and the exclusive home to the premieres of the network's original programming, contemporary television series acquisitions and movies. TV Land PRIME is part of TV Land, a network dedicated to presenting the best in entertainment on all platforms for consumers in their 40s. Consisting of original programming, acquired shows, hit movies and full-service Web site, TV Land is now seen in over 93 million U.S. homes.

## **About MTV Networks**

MTV Networks, a division of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of entertainment content, with brands that engage and connect diverse audiences across television, online, mobile, games, virtual worlds and consumer products. The company's portfolio spans more than 150 television channels and 350 digital media properties worldwide, and includes [MTV](#), [VH1](#), [CMT](#), [Logo](#), [Harmonix](#), [Nickelodeon](#), [Nick at Nite](#), [Noggin](#), [The N](#), [AddictingGames](#), [Neopets](#), [COMEDY CENTRAL](#), [Spike TV](#), [TV Land](#), [Atom](#), [GameTrailers](#) and [Xfire](#).

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