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**IT USED TO BE CLASSIFIED INFORMATION BUT NOT ANYMORE...**

**TV LAND PREMIERES *TV LAND CONFIDENTIAL*,  
A NEW ORIGINAL SERIES ON SEPTEMBER 14**

**Series Reveals Untold Stories from Television's Celebrated Shows and Stars**

New York, NY, August 9, 2005 – What happened when Barbara Eden found out she was pregnant the same day the *I Dream of Jeannie* pilot was picked up by NBC? How did Garry Marshall handle network objections to Fonzie wearing a leather jacket on *Happy Days*? What did Phil Rosenthal do when he was asked to make *Everybody Loves Raymond* sexier? You've seen the shows and you know all the characters. Now, the network that brings you America's most beloved television shows, shares the stories you haven't heard with the debut of its next original series, ***TV Land Confidential***. Beginning September 14, 2005 at 10 p.m. (ET/PT), this seven episode series kicks off with "Network Notes," and airs every Wednesday at 10 p.m. through October 26. The series is executive produced by David P. Levin of BrainStorm Inc.

"These are the untold stories behind some of the greatest shows on TV," explains Sal Maniaci, Vice President, Development and Production, TV Land and Nick at Nite. "We are thrilled to continue to create originals for TV Land that celebrate all that is special about television."

Each 30-minute episode of ***TV Land Confidential*** is filled with anecdotes and clips, bringing viewers the tales behind their favorite comedies, dramas and commercials on and off the screen, from the earliest days of the Golden Age of television through today's current hits. Told by the people who were there -- the stars, producers, network executives and others in the know -- viewers will laugh alongside these insiders as they share their stories, from the near-miss casting decisions to pilots featuring alternate storylines, to love on the set and behind the scenes controversy.

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The first installment of **TV Land Confidential** -- "Network Notes" -- takes a look at what happens when networks, producers and sponsors provide feedback on the shows and characters. In candid interviews with *Everybody Love Raymond* Producer Phil Rosenthal, to *Benson*'s Robert Guillaume, to *Happy Days*' Tom Bosley, these insiders tell their own anecdotes and observations into some of the funniest and interesting network notes they have been given. Also featured in this episode are: Debbie Allen (*A Different World*), Diana Canova (*Soap*), Dana Delaney (*China Beach*), Barbara Eden (*I Dream of Jeannie*), Jasmine Guy (*A Different World*), Jennilee Harrison (*Three's Company*), Sherwood Schwartz (*My Favorite Martian*, *Brady Bunch*) and Jaleel White (*Family Matters*).

In addition to "Network Notes," episodes for **TV Land Confidential** will focus on "Breakout and Disappearing Stars," "Casting and Character Creation" and much more. Other celebrities slated to appear in the series are Zach Braff (*Scrubs*), Diahann Carroll (*Julia*, *Dynasty*), Sarah Chalke (*Roseanne*, *Scrubs*), Joan Collins (*Dynasty*), Tony Danza (*Who's The Boss?*), Lecy Goranson (*Roseanne*), Marilu Henner (*Taxi*), Judd Hirsch (*Taxi*), Bill Lawrence (executive producer, *Scrubs*), Hal Linden (*Barney Miller*) and Erin Murphy (*Bewitched*), among others.

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Now seen in over 85 million U.S. homes and throughout Canada, TV Land presents popular dramas, sitcoms, westerns, Retromercials and original programming, all packaged in a unique, award-winning on-air environment. The network celebrates all things Classic TV with a specific viewer in mind: the first generation of people to grow up watching television. Known for its celebrated line-up of Classic TV ranging from *I Love Lucy* to *Little House on the Prairie*, TV Land has made its mark with clever, critically-acclaimed original programming, developed by TV Land Productions, which was created in 2003. Original programming includes such hits as the annual *TV Land Awards: A Celebration of Classic TV*; an original special that reunited the cast of *The Brady Bunch* in 2004's Emmy-nominated *Still Brady: After All These Years*; *Chasing Farrah*, which follows the real-life happenings of iconic actress and sex symbol, Farrah Fawcett; as well as several other series and specials that enhance the overall Classic TV viewing experience. For more information about TV Land's originals, visit [www.tvland.com](http://www.tvland.com).

MTV Networks, a division of Viacom International Inc. (NYSE: VIA, VIA.B), owns and operates the following television programming services -- MTV: MUSIC TELEVISION, MTV2, mtvU, VHI, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN, MTV INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 12 digital services, all of which are trademarks of MTV Networks. MTV Networks also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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