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TV LAND JOURNEYS TO THE FINAL FRONTIER TO CELEBRATE THE 40TH ANNIVERSARY OF STAR TREK ON FRIDAY, SEPTEMBER 8

Network Airs Primetime Salute With Series' Most Memorable Episodes

***Star Trek* to Join Regularly-Scheduled TV Land Line-up Beginning November 17**

New York, NY, August 10, 2006 – TV Land celebrates *Star Trek* -- the legendary, science-fiction series which continues to “live long and prosper” -- with a 40th Anniversary primetime salute on **Friday, September 8, 2006** -- the very date on which the series first premiered in 1966. TV Land will showcase four of the most talked about and best remembered episodes from the series, including the show’s premiere and the historic episode featuring TV’s first interracial kiss **from 8 p.m. to 12 a.m. ET/PT** before the show joins the TV Land roster **beginning November 17, 2006**. Also in November, TVLand.com's new broadband media player will stream full-length episodes of *Star Trek* which have previously not been available for free on the Web.

“*Star Trek* forever changed the landscape of television and science fiction, and to this day, remains a cornerstone of pop culture,” states Larry W. Jones, President, TV Land. “It continues to attract passionate fans, and we are thrilled to mark this monumental anniversary on TV Land.”

“I’m thrilled that TV Land is celebrating this special anniversary of a show that means so much to me,” adds William Shatner. “I am so proud of its creativity and ability to see humanity in the future. It is still amazing to see how *Star Trek* continues to impact generations of fans around the globe.”

This futuristic series, which aired from 1966 to 1969, is set in the 23rd century and follows the adventures of the U.S.S. Enterprise. Their mission is to travel across the galaxy to explore new worlds and seek new life forms and civilizations. Commanded by James T. Kirk (William Shatner), accompanied by his first officer and best friend Mr. Spock (Leonard Nimoy), a half-breed Vulcan with a green complexion and pointed ears. The Enterprise encountered confrontations with alien races the Klingons and Romulans, as well as other strange forms of life. Other characters in the series include Dr. Leonard McCoy (DeForest Kelley), a surgeon and diagnostician; Sulu (George Takei), the chief navigator; Uhura (Nichelle Nichols), the communications officer; Scotty (James Doohan), the chief engineer and Nurse Christine Chapel (Majel Barrett). The series aired from 1966 to 1969 on NBC and spawned a billion dollar franchise and a loyal legion of fans, otherwise known as “Trekkies.”

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The schedule airs as follows (all times ET/PT):

Friday, September 8

8 p.m.

#1 The Man Trap – In this very first episode ever aired of *Star Trek*, Captain Kirk and his crew are at deadly risk from an alien creature that feeds on the salt in a human body and can take on any form.

9 p.m.

#28 – City On The Edge Of Forever - Kirk and Spock must travel into the past in order to correct a change that will alter history in one of the series' best-remembered episodes.

10 p.m.

#44 The Trouble With Tribbles – One of the most famous episodes from this series for its humor and bizarre plot. Stanley Adams plays Cyrano Jones, a space trader who gives a tribble (a ball of fluff) to Uhura who brings it on The Enterprise. What no one knows is that tribbles are born pregnant, so the more they eat, the more they multiply, and soon the Enterprise is filled with tribbles as they produce at amazing speed, leaving Kirk and his crew to figure out how to get rid of these creatures.

11 p.m.

#65 - Plato's Stepchildren – This episode is famous because it was the first time ever on television that an interracial kiss was featured, between Captain Kirk and Uhura. Also in this episode, Kirk and his crew find themselves at the mercy of individuals who possess mind-over-matter powers...and plan to use the Enterprise crew for their twisted entertainment

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*.

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