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TV LAND EXPLORES HOW BOOMERS SHOOK THE WORLD AND REDEFINED THE RULES IN NETWORK'S FOUR-PART SERIES, *GENERATION BOOM*

**Special Examines How Boomers Play, Live, Love and Wire the World
Beginning Tuesday, September 26**

Narrated by Kelsey Grammer, Special Features Celebrity Interviews with Susan Sarandon, Rob Reiner, Christie Brinkley, Connie Chung, Penny Marshall, Cheryl Tiegs, Mark Cuban & More

Santa Monica, CA, August 30, 2006 – From growing up in the suburbs to witnessing the original moon walk and from swirling a hula hoop to playing with hi-tech gadgets, baby boomers have shaped and continue to change the world we live in today. TV Land takes an entertaining and light-hearted look at what it means to be part of the grooviest generation in history when it presents ***Generation Boom***, a four-part original special premiering on **Tuesday, September 26 at 10 p.m. ET/PT**. Narrated by Emmy Award-winning actor **Kelsey Grammer** (*Frasier*, *Cheers*), each one-hour installment focuses on a central topic including how boomers play, live, love and wire the world. Airing over the course of four nights, *Generation Boom* is executive produced by Fenton Bailey and Randy Barbato and is produced exclusively for TV Land by World of Wonder.

“Viewing the impact of Baby Boomers through the years is truly remarkable,” states Larry W. Jones, President, TV Land. “*Generation Boom* shows just what a force this generation is to be reckoned with. Right away, boomers demanded more – beginning with the amount of diapers they needed. They have always insisted that the world conform to their needs and we are fully-prepared to get in line and do just that -- superserve the needs of the TV generation.”

These one-hour specials -- airing over the course of four nights -- take an entertaining, fun and thorough look at the boomer generation. Throughout each one-hour installment, *Generation Boom* tells the story of a generation that has influenced the world like no other group and continues to stay on the move, blazing past traditional beliefs and stereotypes that get in their way. The series includes the personal stories of boomer celebrities and icons as well as archival footage such as TV commercials, film and TV clips as well as fun facts about the generation.

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The specials air as follows:

Tuesday, September 26, 10 p.m. ET/PT

"How We Play"

TV Land takes a look at how movies, TV shows, musicians and sports idols have entertained the boomer generation over the last fifty years. This installment takes a look at the trailblazing ways boomers continue to play.

Wednesday, September 27, 10 p.m. ET/PT

"How We Live"

From suburban bliss and adolescent angst to the me decade and beyond, "How We Live" delves into how boomers have become the most indulged generation in history, giving them the power to take over the world and have fun every step of the way.

Thursday, September 28, 10 p.m. ET/PT

"How We Love"

This episode of *Generation Boom* examines how after fighting against the family values of their childhood, boomers unleashed the sexual revolution of the late 1960s. And now, even though boomers have reached middle age and beyond, they have never stopped re-writing the "book of love".

Friday, September 29, 10 p.m. ET/PT

"How We Wire The World"

From TV, 8-tracks and astronauts to amazing visions of the future, boomers were dazzled by technology as they got older. "How We Wire The World" explores how boomers took over the world, making technology their playthings and exposing it to the masses.

Celebrities featured in the special include:

Susan Sarandon, Rob Reiner, Cybil Shepherd, Tim Daly, Christie Brinkley, Jane Pauley, George Foreman, Willie Mays, Tom Clancy, Evander Holyfield, Penny Marshall, Carol Alt, Mark Cuban, Bruce Jenner, Christopher Lawford, Kathy Casey-Kirschling (The very first boomer), Don Johnson, Tony Danza, Connie Chung, Cheryl Tiegs, Joan Lunden, Kim Alexis, Dave Barry, Brian Williams and more.

World of Wonder Productions are the award-winning team behind such entertaining series as *Showbiz Moms & Dads* and *Million Dollar Listing* (both for Bravo). Most recently, World of Wonder produced the series *Transgeneration* for the Sundance Channel, which won the GLAAD Award for Outstanding Documentary. World of Wonder is best known for award-winning films and documentaries such as *The Eyes of Tammy Faye*, *Party Monster* (both Sundance Film Festival selections), *Monica in Black and White* (HBO) and *The Hidden Fuhrer* (Cinemax). With offices both in Los Angeles and London, World of Wonder has produced and created numerous documentaries and non-fiction programs for Court TV, VH1, AMC, MTV and A&E in the States, as well as the BBC, Channel 4, Channel 5, ITV and BskyB in the UK. More information about World of Wonder can be found on The WOW Report at www.worldofwonder.net, a daily blog which has enjoyed enormous growth and success due to its off-the-wall take on the most current news and entertainment stories.

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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*.

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 130 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, VH1 CLASSIC, LOGO, 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 200 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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