



THE HUXTABLES FIND A NEW HOME ON [TV LAND](#) AS ONE OF AMERICA'S FAVORITE SITCOM FAMILIES, "[THE COSBY SHOW](#)," JOINS THE NETWORK

**Bill Cosby's Beloved And Ground-Breaking Series Airs
Weeklong Marathon Beginning Monday, September 22**

New York, NY, September 15, 2008 – Comedic genius Bill Cosby's groundbreaking and memorable comedy series "The Cosby Show" joins TV Land's line-up with a week-long marathon of fan favorite episodes beginning [Monday, September 22](#). Join Heathcliff and Clair Huxtable as they raise their family with warmth, honesty, and most importantly – a lot of humor. The marathon – which airs Monday, September 22 - Friday, September 26 from 8 p.m. to 11 p.m., and Saturday, September 27 - Sunday, September 28 from 8 p.m. to 3 a.m. (all times ET/PT), includes memorable episodes such as when the family holds a funeral for Rudy's goldfish, Denise tries to make a copycat of an expensive designer shirt for Theo and Cliff and Clair have their first grandchildren. "The Cosby Show" will then air with back-to-back episodes in its regularly scheduled timeslot of 8 p.m. to 9 p.m., as well as 12 a.m. to 1 a.m. Monday through Friday.

"The Cosby Show' is by far one of the funniest and most memorable comedies ever to air on television," states Larry W. Jones, president, TV Land. "It has such positive messaging on family life and approaches everything with honesty - covering topics from sibling rivalry to teenage lifestyles to stereotypes to celebrating one another's accomplishments. TV Land is thrilled that it has joined the network."

"The Cosby Show" aired on NBC from 1984-92 and centered around the lives of Dr. Heathcliff (Cliff) Huxtable (Bill Cosby), an obstetrician, his wife Clair (Phylicia Rashad), a successful lawyer, and his family in New York's Brooklyn Heights. The comedy reflects the increasing ways in which families struggle to balance professional and personal lives and focuses on the efforts to raise five kids – Sondra (Sabrina LaBeauf), Denise (Lisa Bonet), Theo (Malcolm Jamal-Warner), Vanessa (Tempestt Bledsoe) and Rudy (Keshia Knight Pulliam) in a dual-career household. The show garnered five Emmy awards including "Outstanding Comedy Series" in 1985 and remained a top-five hit throughout its wildly successful run. Throughout the show's eight years on the air, viewers laughed and rejoiced as the Huxtable children grew up, went to college, got married, grandchildren were born...all as Cliff and Clair still managed to stay madly in love.

-more-

Page 2: Cosby Joins TV Land

Other notable characters include: Elvin (Geoffrey Owens), the once-chauvinistic male who marries Sondra and fathers twins Winnie and Nelson; Martin (Joseph C. Kendall), Denise's naval lieutenant husband whom she weds during her excursion to Africa; Olivia (Raven-Symonè), Martin's daughter from a previous marriage who steals the heart of Cliff and the rest of the family; and Pam (Erika Alexander), Clair's under-privileged cousin who comes to live with the family in 1990.

Fans can log onto tvland.com for a marathon schedule, trivia game, series guide, video clips and a photo gallery of "The Cosby Show."

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 and 50s. 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. 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 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.

###

Contacts: Jennifer Zaldivar
TV Land
212/846-8964

Jennifer.zaldivar@tvland.com

Vanessa Reyes
TV Land
310/407-4727

Vanessa.reyes@tvland.com