



**TV LAND'S HIT REALITY SERIES "SHE'S GOT THE LOOK" ANNOUNCES  
OPEN CASTING CALLS FOR SEASON 2**

**Series Searching For The Next Great Supermodel 35 And Older To Air In TV Land PRIME**

**Winner To Land Contract With Wilhelmina Models, Inc. And Photo Spread In Magazine;  
Additional Prizing This Season Includes \$100,000**

New York, NY, September 16, 2008 – TV Land announced today that it will kick off casting for the second season of its hit reality series "She's Got The Look" beginning Monday, September 29. The series, which is hosted by supermodel Kim Alexis, is a collaboration with Wilhelmina Models, Inc., and sets out to discover a sophisticated, beautiful and confident woman 35 or older destined to become the next great supermodel. This season's winner will now receive a check for \$100,000 in addition to a lucrative modeling contract with Wilhelmina Models, Inc. and a photo spread in a national magazine.

Judges for "She's Got The Look" -- supermodel Beverly Johnson, who made history as the first African-American model to appear on the cover of American Vogue, celebrity stylist Robert Verdi and Wilhelmina president Sean Patterson will all be present for the casting calls.

Aspiring models can visit [www.tvland.com](http://www.tvland.com) to apply online and receive more information about "She's Got The Look."

The following cities will hold open casting calls in September and October:

CITY: LOS ANGELES, CA  
DATE: MONDAY, SEPTEMBER 29, 2008  
TIME: 8:00 AM – 1:00PM  
LOCATION: Ben Kitay Studios, Stage 20  
1054 Lillian Way  
Hollywood, CA 90038  
Cross Streets: Santa Monica Blvd & Lillian Way

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CITY: CHICAGO, IL  
DATE: SUNDAY, OCTOBER 5, 2008  
TIME: 8:00 AM – 1:00PM  
LOCATION: RDS (Resolution Digital Studios)  
2226 W. Walnut St  
Chicago, IL 60612  
Cross Streets: Walnut St & Leavitt St (north side of Walnut)

CITY: NEW YORK CITY, NY  
DATE: WEDNESDAY, OCTOBER 8, 2008  
TIME: 8:00 AM – 1:00PM  
LOCATION: Manhattan Center Studios  
311 W. 34th Street  
NY, NY 10001  
Cross Streets: 34th St, between 8th & 9th Aves (North side of street)

\*Please note: Photo ID is required for the casting calls\*

"She's Got The Look" is produced by Allison Grodner Productions exclusively for TV Land. Keith Cox and Sal Maniaci serve as executive producers for TV Land; Sean Patterson and Corey Preston are executive producers from Wilhelmina.

**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](http://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.

**About Wilhelmina**

Wilhelmina is one of the largest model agency chains in the world, founded by legendary model, Wilhelmina Cooper in 1967. Today, they lead the industry in diversity and depth, and represent some of the biggest models, and celebrity talent in the world. Sean Patterson is the President of Wilhelmina Models. Dieter Esch is Chairman. They have offices in New York, Los Angeles and Miami as well as licensees across the U.S.

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