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HAWKEYE, HOT LIPS, RADAR AND THE GANG FROM THE M*A*S*H 4077TH ROLL INTO TV LAND'S LINE-UP BEGINNING IN JANUARY

TV Land and Twentieth Television Enter Exclusive Agreement for Primetime and Overnight Rights to Historic Series

New York, NY, September 21, 2006 – TV Land has secured the exclusive primetime and overnight rights to all 255 episodes of Twentieth Television's **M*A*S*H** – one of the most successful shows ever seen on television – beginning in January, 2007, it was announced today. The series, which aired for eleven years on broadcast television and garnered fourteen Emmy Awards, remains one of the most celebrated shows ever and is widely lauded for its realistic storylines and ability to embrace both comedy and drama into one show.

"M*A*S*H is truly one of the most beloved series in TV history and the perfect fit for TV Land as we continue to superserve our baby boomer audience," states Jaclyn Cohen, Senior Vice President, Programming and Acquisitions, TV Land. "M*A*S*H is a natural extension of our programming strategy of presenting hit acquired programming alongside TV Land originals to celebrate programming that is iconic to baby boomers, the first generation to grow up with television."

Steve MacDonald, Twentieth Television's executive vice president, general sales manager, basic cable, added, "We are delighted to enter this agreement with TV Land on M*A*S*H. This program's unparalleled strength and success, along with its ability to build networks, marries well with TV Land's strategy to further grow its brand in TV homes throughout the country."

According to a recent TV Land survey, M*A*S*H is THE #1 favorite show among Adults 40-59 and a Top 5 show among all adults. Additionally, baby boomers selected M*A*S*H as their all-time favorite TV show, followed by *CSI*, *Star Trek*, *Law & Order* and *24*. Also, Alan Alda's Captain "Hawkeye" Pierce character ranks as a top 5 all-time favorite TV character among Adults 18-59.

M*A*S*H will join TV Land's line-up with a special week-long primetime and overnight showcase (8PM - 8AM, all times ET/PT) from January 1 through Sunday, January 7, 2007.

(more)

Throughout the week, TV Land will complement classic episodes of *M*A*S*H* with specials, including the shows' 20th and 30th Anniversary retrospectives, the original *M*A*S*H* movie, the shows' landmark series finale and other *M*A*S*H* themed programming. The *M*A*S*H* finale remains one of the most successful show installments in television history and – when broadcast in 1983 – was a major programming milestone which attracted over 105 million viewers, the largest TV audience ever.

Based on the 1970 Robert Altman film of the same name, *M*A*S*H* revolves around life at the 4077th Mobile Army Surgical Hospital, where wounded and sick soldiers are treated. The show centers around Dr. Benjamin Franklin "Hawkeye" Pierce (Alan Alda) and Dr. "Trapper" John McIntyre (Wayne Rogers), two brilliant surgeons often preoccupied with attractive nurses, practical jokes and merry-making, all while disregarding military decorum. Their relaxed approach is a source of consternation for other medical staff including Dr. Frank Burns (Larry Linville) and Lt. Margaret "Hot Lips" Houlihan (Loretta Swit), whose secret love affair is no secret. Lt. Colonel Henry Blake (McLean Stevenson) is the camp commander who gives "Hawkeye" and "Trapper" free reign, further irritating Burns and "Hot Lips." Lt. Blake is aided by the nervous, yet efficient, Corporal Walter "Radar" O'Reilly (Gary Burghoff). Other show regulars include Corporal Max Klinger (Jamie Farr), a doctor's aide in the operating room who wears women's clothing in the hope of being discharged and Father Francis Mulcahy (William Christopher), who runs an orphanage and serves as the unit's chaplain.

Many cast changes occur throughout the series' run as McIntyre is discharged and is replaced by Dr. "B.J." Hunnicut (Mike Farrell), a clean cut family man. Dr. Burns is also later discharged and replaced with Dr. Charles Emerson Winchester (David Ogden Stiers), a Boston blueblood who does not get along with Pierce and Hunnicutt. The most significant departure from the series comes with the exit of Henry Blake, who is replaced by Colonel Sherman Potter (Harry Morgan). Throughout the series, there is a great deal of character development as Houlihan becomes friendlier, Pierce becomes more sensitive and Klinger becomes more assuming of his authority.

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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.

About Twentieth Television

A leader in the U.S. program production and distribution arena, Twentieth Television is a unit of Fox Television and headed by Fox Television Stations' chairman Roger Ailes while CEO Jack Abernethy oversees day-to-day operations. Twentieth Television oversees the domestic sales of one of the entertainment industry's most extensive libraries of off-net programming and feature film packages to the syndication and cable marketplaces. Twentieth Television also provides a wide array of network and first-run programming to the market. First-run programs distributed by Twentieth Television include the news strip "Geraldo at Large" and court shows "Divorce Court," "Judge Alex" and "Cristina's Court." This month the company launched the primetime drama strips "Desire" and "Fashion House" on the new general entertainment broadcast television network *MyNetworkTV*.

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