



DALLAS ADDED TO OPEN CASTING CALLS FOR SEASON 2 OF TV LAND'S "SHE'S GOT THE LOOK"

New York, NY, September 22, 2008 – TV Land announced today that Dallas has been added to the list of cities which will hold open casting calls for the second season of the hit reality series "She's Got The Look." Auditions will be held at The Fairmont Dallas Hotel on Thursday, October 2. As announced last week, casting will begin on September 29 in select cities across the country. 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 be present for all casting calls.

"She's Got The Look" is hosted by supermodel Kim Alexis and is a collaboration with Wilhelmina Models, Inc., that sets out to discover a sophisticated, beautiful and confident woman 35 or older destined to become the next great supermodel. This season's prizing includes a check for \$100,000 in addition to a lucrative modeling contract with Wilhelmina Models, Inc. and a photo spread in a national magazine.

Aspiring models can visit www.tvland.com to apply online and receive more information about "She's Got The Look."

Casting information for Dallas:

CITY: DALLAS, TX

DATE: THURSDAY, OCTOBER 2, 2008

TIME: 8:00 AM – 1:00 PM

LOCATION: The Fairmont Dallas (Hotel)

1717 N. Akard Street.

Dallas, TX 75201

Cross Streets: Corner of Akard St and Ross Ave; in downtown Dallas

Please note: Photo ID is required for casting call

"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.

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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.

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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