



Contacts:

Jennifer Zaldivar  
TV Land  
212/846-8964  
[Jennifer.zaldivar@tvland.com](mailto:Jennifer.zaldivar@tvland.com)

Rachel Sandler  
TV Land  
212/846-4412

Vanessa Reyes  
TV Land  
310/752-8081  
[Vanessa.reyes@tvland.com](mailto:Vanessa.reyes@tvland.com)

## **TV LAND BEGINS PRODUCTION ON *SHE'S GOT THE LOOK* REALITY SERIES**

**Supermodel Kim Alexis Named Host of Series in  
Search of the Next Great 35 and Beyond Supermodel**

**Judges Include Supermodel Beverly Johnson,  
Celebrity Stylist Robert Verdi and Wilhelmina President Sean Patterson**

**Winner to Receive Modeling Contract with Wilhelmina Models, Inc. and  
Photo Spread in *SELF* Magazine**

New York, NY, October 24, 2007 – [TV Land](#) has begun production on the new reality series ***She's Got The Look***, the search for the next new face of the fashion industry. In partnership with [Wilhelmina Models, Inc.](#), the series – previously titled *The Next Great Supermodel* -- sets out to discover the next star: a woman 35 or older who exudes sophistication, beauty and confidence and wants to be a model. One winner will receive a lucrative modeling contract with [Wilhelmina Models, Inc.](#) and a feature in *SELF* Magazine. Iconic supermodel **Kim Alexis**, who has graced the cover of more than 500 magazines, will host ***She's Got The Look***. Supermodel **Beverly Johnson** -- who made history as the first African-American model to grace the cover of *American Vogue* -- celebrity stylist **Robert Verdi** and Wilhelmina President **Sean Patterson** will be featured as judges on the series. The series is executive produced by Emmy Award-Winner Allison Grodner (*Big Brother*, *Blowout*) and is scheduled to debut in early summer 2008.

Currently filming in New York City, ***She's Got The Look*** follows 20 women -- all over the age of 35 -- vying for a modeling contract. Selected by [TV Land](#) and [Wilhelmina](#)'s Model Search team after months of auditions and regional competitions around the country, the contenders have been flown to New York to live in a house together to see who has what it takes to be the next great supermodel. Through a series of competitions such as photo shoots and tests on their fashion know-how, women will be eliminated weekly until the ultimate winner is crowned.

- more -

## Page 2 of She's Got The Look

"Real women in their 40s and 50s are too often overlooked in the scope of the TV landscape," explains Larry W. Jones, President, TV Land. "TV Land's goal is to tell the rich stories of these striking women in a fun and entertaining way."

"At Wilhelmina, we're beyond excited to use this platform to show viewers our 40-year old company's belief that beauty has no age limits and we're equally ecstatic to add another key talent to our ever expanding roster of beautiful men and women," states Sean Patterson, President of Wilhelmina.

*SELF* Magazine will feature **She's Got The Look** and showcase the contenders in an upcoming issue this Spring to coincide with the show's premiere. The winner of the series will subsequently be featured in a fashion spread at a later date. In each episode of the show, a *SELF* editor will offer the contenders expert Flash! Tips featuring useful advice about beauty, style, fitness and happiness.

[TV Land](#) continues to build the ultimate entertainment brand on all platforms for consumers in their 40s and 50s. Armed with a slate of original programming, newly acquired classic and contemporary TV, hit movies and its redesigned website -- [TVLand.com](#) -- the network is uniquely positioned to superserve the first generation of Americans who grew up alongside television. The network's program mix features original programming, popular dramas, sitcoms and westerns in a fun-filled, pop culture environment featuring a roster of popular shows including [All in the Family](#), [M\\*A\\*S\\*H](#), [The Andy Griffith Show](#) and *Just Shoot Me*, which joins TV Land in January, 2008. In the coming months, the network will roll out a slate of new original series' such as [High School Reunion](#), *She's Got The Look*, *Family Foreman* and *The Big 4-0*. [TVLand.com](#), the network's Emmy Award-winning website, is devoted to all aspects of entertainment including [TV](#), [music](#) and [movies](#) and features [full-length episodes](#), a movie trailer database and [over a dozen radio stations](#). [TV Land](#) is now seen in over 90 million U.S. homes.

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 140 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/THE N, 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 300 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 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.

###

