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M*A*S*H IS A S*M*A*S*H ON TV LAND!

M*A*S*H Mail Call Weekend Marathon Averages Over 1 Million Viewers as TV Land Posts Huge Double-Digit Gains Across Key Demos

New York, NY, November 15, 2007 – TV Land's *M*A*S*H Mail Call* Marathon averaged big gains across several key categories during the programming event, which aired on Saturday, November 10th and Sunday, November 11th. The eighteen episode programming salute scored double-digit gains in rating and delivery among its target A25-54 audience and total viewers over last year while doubling delivery among its core audience of A40-54.

According to Nielsen Media Research, *M*A*S*H* averaged a 0.5/524,000 among A25-54, representing a +67% lift in ratings and +95% increase in delivery over the same period last year. TV Land averaged over 1 million total viewers, an increase of +79% over YAGO. Among its core audience, Adults 40-54, TV Land secured substantial gains in rating and delivery, averaging a 0.7/404,000, representing a rise of +75% in rating and +108% in delivery. The *M*A*S*H Mail Call* featured episodes about members of the 4077th sending and receiving letters from loved ones.

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[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.

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About MTV Networks

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,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.

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