



Contacts: Rachel Sandler
TV Land
212/846-4412
rachel.sandler@tvland.com

Vanessa Reyes Smith
TV Land
310/752-8081
vanessa.reyes@tvland.com

TV LAND'S *THE 100 GREATEST TV QUOTES & CATCHPHRASES* HITS THE AIR WITH A COMPREHENSIVE LIST OF TV'S MOST MEMORABLE EXPRESSIONS OVER THE PAST 60 YEARS

**Week-long Primetime Salute Kicks Off on TV Land
Monday, December 11 at 10 P.M. ET/PT**

New York, NY, November 22, 2006 – TV Land counts down ***The 100 Greatest TV Quotes & Catchphrases*** in a week-long look at the memorable sayings from cartoons, television series, commercials and news programs over the past 60 years like Donald Trump's (*The Apprentice*) "You're fired" to Billy Crystal's (*Saturday Night Live*) "You look mahvelous!" to Walter Cronkite's "And that's the way it is." Building on the success of 2005's *The 100 Most Unexpected TV Moments*, ***The 100 Greatest TV Quotes & Catchphrases*** gives viewers a look inside the origins of some of pop culture's most remembered and repeated catchphrases. ***The 100 Greatest TV Quotes & Catchphrases***, which is produced by Gay Rosenthal Productions (*Behind the Music* and *Little People, Big World*), airs **on Monday, December 11 from 10 to 11P.M. ET/PT for five consecutive nights.**

TV Land's ***The 100 Greatest TV Quotes & Catchphrases*** features original talent interviews and archival clips of those who made them famous as well as those who have been deeply influenced by the catchphrases. From Neil Armstrong's unforgettable "One small step..." to Fred Flintstone's cartoon catchphrase "Yabba dabba do" to *The Price is Right*'s Johnny Olson's call to "Come on down," TV Land's ***The 100 Greatest TV Quotes & Catchphrases*** will take viewers from 100 to 1 in this lively week-long countdown show.

"We have found that television is such a huge part of Baby Boomers' DNA that it makes sense that so much of America's pop culture jargon has come from TV," stated Larry W. Jones, President, TV Land. "We are sure that ***The 100 Greatest TV Quotes & Catchphrases*** will strike a chord with the TV Generation and will illustrate the influence the medium has had on pop culture."

The 100 Greatest TV Quotes & Catchphrases by the numbers:

- 1 moment from the 1940's; 10 moments from 1950's; 20 moments from the 1960's; 26 moments from the 1970's; 15 moments from the 1980's; 19 moments from the 1990's; and 9 moments from 2000 and on.
- 28 comedy moments top the list by genre with one-liners including "Dynamite" from *Good Times* and "Oh my God! They killed Kenny!" from *South Park*.
- 10 commercials grace the list including "I can't believe I ate that whole thing" from *Alka Seltzer* and *Energizer Batteries* "It keeps going and going and going..."
- 21 variety show phrases include "Jane, you ignorant slut" from *Saturday Night Live* and "Here it is, your moment of Zen" from *The Daily Show*.

Here is the list of The 100 Greatest TV Quotes & Catchphrases in alphabetical order:

(A List in numerical order will be available on December 6th, 2006)

...if it weren't for you meddling kids! (Various villains, *Scooby Doo, Where Are You?*)

Aaay! (*Fonzie, Happy Days*)

And that's the way it is. (Walter Cronkite, *CBS Evening News*)

Ask not what your country can do for you... (John F. Kennedy)

Baby, you're the greatest. (Ralph Kramden, *The Honeymooners*)

Bam! (Emeril Lagasse, *Emeril Live*)

Book 'em, Danno. (Steve McGarrett, *Hawaii Five-O*)

Come on down! (Johnny Olson, et al, *The Price is Right*)

Danger, Will Robinson! (Robot, *Lost in Space*)

De plane! De plane! (Tattoo, *Fantasy Island*)

Denny Crane. (Denny Crane, *Boston Legal*)

Do you believe in miracles? (Al Michaels, 1980 Winter Olympics)

D'oh! (Homer Simpson, *The Simpsons*)

Don't make me angry... (David Banner, *The Incredible Hulk*)

Dynamite! (J.J., *Good Times*)

Elizabeth, I'm coming! (Fred Sanford, *Sanford and Son*)

Gee, Mrs. Cleaver... (Eddie Haskell, *Leave it to Beaver*)

God'll get you for that. (Maude, *Maude*)

Good grief. (Charlie Brown, *Peanuts Specials*)

- more -

Page 3 of The 100 Greatest TV Quotes & Catchphrases

List of The 100 Greatest TV Quotes & Catchphrases in alphabetical order con't:

Good night and good luck. (Edward R. Murrow, See It Now)

Good night, John Boy. (The Waltons)

Have you no sense of decency? (Joseph Welch to Sen. McCarthy)

Heh heh... (Beavis & Butthead, Beavis and Butthead)

Here it is, your moment of Zen. (Jon Stewart, The Daily Show)

Here's Johnny! (Ed McMahon, The Tonight Show)

Hey now! (Hank Kingsley, The Larry Sanders Show)

Hey, hey, hey! (Dwayne Nelson, What's Happening!!)

Hey, hey, hey! (Fat Albert, Fat Albert)

Holy _____, Batman! (Robin, Batman)

Holy crap! (Frank Barone, Everybody Loves Raymond)

Homey don't play that! (Homey the Clown, In Living Color)

How sweet it is! (Jackie Gleason, The Jackie Gleason Show)

How you doin'?? (Joey Tribbiani, Friends)

I can't believe I ate that whole thing. (Alka Seltzer)

I know nothing! (Sgt. Schultz, Hogan's Heroes)

I love it when a plan comes together. (Hannibal, The A-Team)

I want my MTV! (MTV)

I'm Larry, this is my brother Darryl... (Larry, Newhart)

I'm not a crook. (Richard Nixon)

I'm not a doctor, but I play one on TV. (Vicks Formula 44)

I'm Rick James, bitch! (Dave Chappelle as Rick James, Chappelle's Show)

Is that your final answer? (Regis Philbin, Who Wants to be a Millionaire)

It keeps going and going and going... (Energizer Batteries)

It takes a licking... (Timex)

Jane, you ignorant slut. (Jane Curtin and Dan Aykroyd, Saturday Night Live)

Just one more thing... (Columbo, Columbo)

Let's be careful out there. (Sgt. Esterhaus, Hill Street Blues)

Let's get ready to rumble! (Michael Buffer, Various sporting events)

Live long and prosper. (Spock, Star Trek)

- more -

Page 4 of The 100 Greatest TV Quotes & Catchphrases

List of The 100 Greatest TV Quotes & Catchphrases in alphabetical order con't:

Making whoopie! (Bob Eubanks , The Newlywed Game)
Marcia, Marcia, Marcia! (Jan Brady, The Brady Bunch)
Mom always liked you best. (Tommy Smothers, The Smothers Brothers Comedy Hour)
Never assume... (Felix Unger, The Odd Couple)
Nip it! (Barney Fife, The Andy Griffith Show)
No soup for you! (Soup Nazi, Seinfeld)
Norm! (Cheers)
Now cut that out! (Jack Benny, The Jack Benny Program)
Oh my God! They killed Kenny! (Stan and Kyle, South Park)
Oh, my nose! (Marcia Brady, The Brady Bunch)
One small step for man... (Neil Armstrong)
Pardon me, would you have any Grey Poupon? (Grey Poupon)
Read my lips: No new taxes! (George H.W. Bush)
Resistance is futile. (Picard as Borg, Star Trek: The Next Generation)
Say good night, Gracie. (George Burns, The Burns & Allen Show)
Schwing! (Mike Myers and Dana Carvey as Wayne and Garth, Saturday Night Live)
Senator, you're no Jack Kennedy. (Lloyd Bentsen to Dan Quayle)
Silly rabbit, Trix are for kids! (Trix Cereal)
Smile, you're on Candid Camera! (Candid Camera)
Sock it to me. (Rowan & Martin's Laugh-In)
Space, the final frontier... (Capt. Kirk, Star Trek)
Stifle! (Archie Bunker, All in the Family)
Suit up! (Barney Stinson, How I Met Your Mother)
Tastes great! Less filling! (Miller Lite Beer)
Tell me what you don't like about yourself. (Dr. McNamara & Dr. Troy, Nip/Tuck)
That's hot. (Paris Hilton, The Simple Life)
The thrill of victory, and the agony of defeat. (Jim McKay, ABC's Wide World of Sports)
The tribe has spoken. (Jeff Probst, Survivor)
The truth is out there. (Fox Mulder, The X-Files)
This is the city... (Sgt. Joe Friday, Dragnet)

- more -

Page 5 of The 100 Greatest TV Quotes & Catchphrases

List of The 100 Greatest TV Quotes & Catchphrases in alphabetical order con't:

Time to make the donuts. (Dunkin' Donuts)

Two thumbs up! (Siskel & Ebert / Ebert & Roeper)

Up your nose with a rubber hose. (Vinnie Barbarino, Welcome Back, Kotter)

We are two wild and crazy guys! (Steve Martin and Dan Aykroyd, Saturday Night Live)

Welcome to the O.C., bitch. (Luke, The O.C.)

Well, isn't that special? (Dana Carvey as The Church Lady, Saturday Night Live)

We've got a really big show! (Ed Sullivan, The Ed Sullivan Show)

Whassup? (Budweiser)

What you see is what you get! (Geraldine, The Flip Wilson Show)

Whatchoo talkin' 'bout, Willis? (Arnold Drummond, Diff'rent Strokes)

Where's the beef? (Wendy's)

Who loves you, baby? (Kojak, Kojak)

Would you believe? (Maxwell Smart, Get Smart)

Yabba dabba do! (Fred Flintstone, The Flintstones)

Yada, yada, yada... (Seinfeld)

Yeah, that's the ticket. (Jon Lovitz, Saturday Night Live)

You eeeediot! (Ren, Ren & Stimpy)

You look mahvelous! (Billy Crystal as Fernando, Saturday Night Live)

You rang? (Lurch, The Addams Family)

You're fired! (Donald Trump, The Apprentice)

You've got spunk... (Mr. Grant, Mary Tyler Moore)

The following are episode highlights for The 100 Greatest TV Quotes & Catchphrases (all times ET/PT):

Monday, December 11, 10 P.M., Phrases 100-81, (TV-PG)

In the first of this five-part special to countdown to the #1 catchphrase in TV history, *Brady Bunch* cast members Barry Williams and Christopher Knight recall Marcia Brady's unforgettable line "Oh my nose!," and *The Simple Life* Executive Producer, Jonathan Murray, shares the origins of Paris Hilton's sizzling catchphrase "That's hot."

Tuesday, December 12, 10 P.M., Phrases 80-61, (TV-PG)

In the second episode, Bob Eubanks reminisces about his classic "Making whoopie!" line from *The Newlywed Game*, and Ken Osmond fills us in on the origins of Eddie Haskell's deceptively polite "Gee, Mrs. Cleaver" from *Leave it to Beaver*.

-more-

Wednesday, December 13, 10 P.M., Phrases 60-41, (TV-PG)

The third episode features TV's ultimate dynamic duo Adam West and Burt Ward discuss the origins of their classically cheesy exclamations from *Batman*, and Regis Philbin offers insights on his world-famous "Is that your final answer?" from *Who Wants to be a Millionaire*.

Thursday, December 14, 10 P.M., Phrases 40-21, (TV-PG)

In the fourth episode, Trey Parker and Matt Stone fill us in on a little known secret about the *South Park* catchphrase "Oh my God, they killed Kenny – you bastards!" and Walter Cronkite weighs in on the creation of his classic CBS *Evening News* signoff, "And that's the way it is."

Friday, December 15, 10 P.M., Phrases 20-1, (TV-PG)

In the fifth and final episode, William Shatner reminisces about the unforgettable *Star Trek* opening narration, "Space, the final frontier..." and Donald Trump explains the origins of his trademark exclamation "You're fired!" from *The Apprentice*.

The 100 Greatest TV Quotes & Catchphrases is a Gay Rosenthal Production produced exclusively for TV Land. Executive Producers are Gay Rosenthal and Paul Barrosse from Gay Rosenthal Productions and Sal Maniaci, Senior Vice President, TV Land, Development and Original Production. Nicholas Caprio of Gay Rosenthal Productions is Co-Executive Producer.

About TV Land

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*.

About Viacom

Viacom is a leading global entertainment content company, with prominent and respected brands in focused demographics. Offering programming and content for television, motion pictures and digital platforms, Viacom's world-class brands include MTV Networks (MTV, VH1, Nickelodeon, Nick at Nite, Comedy Central, CMT: Country Music Television, Spike TV, TV Land, Logo and more than 120 networks around the world), BET, Paramount Pictures, Paramount Home Entertainment, DreamWorks and Famous Music. More information about Viacom and its businesses is available at www.viacom.com.