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**“HEEERE’S JOHNNY” FROM *THE TONIGHT SHOW WITH JOHNNY CARSON*
CROWNED THE NUMBER ONE TV CATCHPHRASE IN
TV LAND’S 100 GREATEST TV QUOTES & CATCHPHRASES**

**Week-long Primetime Salute Hits Air
Monday, December 11 at 10 P.M. ET/PT
with a Comprehensive List of the Most Memorable TV Expressions
From Over the Past 60 Years**

New York, NY, December 6, 2006 – “Heeere’s Johnny,” Ed McMahon’s nightly introduction of Johnny Carson on *The Tonight Show* for over 30 years, is ranked the number one most memorable TV catchphrase in ***The 100 Greatest TV Quotes & Catchphrases*** which premieres over five consecutive nights starting on **Monday, December 11th at 10 P.M. ET/PT.** The week-long special looks at memorable sayings from cartoons, television series, commercials and news programs over the past 60 years like Donald Trump’s (*The Apprentice*) “You’re fired” that landed at the number 3 spot to Billy Crystal’s (*Saturday Night Live*) “You look mahvelous!” at the number 43 slot to Walter Cronkite’s “And that’s the way it is” at number 21. 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*** is produced by Gay Rosenthal Productions (*Behind the Music* and *Little People, Big World*).

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.”

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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*.

The list of The 100 Greatest TV Quotes & Catchphrases in numerical order:

- 100 Nip it! (Barney Fife, *The Andy Griffith Show*)
- 99 Yeah, that's the ticket. (Jon Lovitz, *Saturday Night Live*)
- 98 I'm Larry, this is my brother Darryl... (Larry, *Newhart*)
- 97 God'll get you for that. (*Maude*, *Maude*)
- 96 I love it when a plan comes together. (Hannibal, *The A-Team*)
- 95 This is the city... (Sgt. Joe Friday, *Dragnet*)
- 94 Time to make the donuts. (*Dunkin' Donuts*)
- 93 Resistance is futile. (Picard as Borg, *Star Trek: The Next Generation*)
- 92 Oh, my nose! (Marcia Brady, *The Brady Bunch*)
- 91 Suit up! (Barney Stinson, *How I Met Your Mother*)
- 90 Mom always liked you best. (Tommy Smothers, *The Smothers Brothers Comedy Hour*)
- 89 Here it is, your moment of Zen. (Jon Stewart, *The Daily Show*)
- 88 I'm not a doctor, but I play one on TV. (*Vicks Formula 44*)
- 87 Hey now! (Hank Kingsley, *The Larry Sanders Show*)
- 86 That's hot. (Paris Hilton, *The Simple Life*)
- 85 Just one more thing... (*Columbo*, *Columbo*)
- 84 The truth is out there. (Fox Mulder, *The X-Files*)
- 83 Welcome to the O.C., bitch. (Luke, *The O.C.*)
- 82 You eeeediot! (Ren, *Ren & Stimpy*)
- 81 Now cut that out! (Jack Benny, *The Jack Benny Program*)
- 80 The tribe has spoken. (Jeff Probst, *Survivor*)
- 79 Holy crap! (Frank Barone, *Everybody Loves Raymond*)
- 78 Bam! (Emeril Lagasse, *Emeril Live*)
- 77 I'm Rick James, bitch! (Dave Chappelle as Rick James, *Chappelle's Show*)
- 76 Denny Crane. (Denny Crane, *Boston Legal*)
- 75 I know nothing! (Sgt. Schultz, *Hogan's Heroes*)

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The list of The 100 Greatest TV Quotes & Catchphrases in numerical order con't:

- 74 Marcia, Marcia, Marcia! (Jan Brady, The Brady Bunch)
- 73 Good night, John Boy. (The Waltons)
- 72 Let's be careful out there. (Sgt. Esterhaus, Hill Street Blues)
- 71 Senator, you're no Jack Kennedy. (Lloyd Bentsen to Dan Quayle)
- 70 Schwing! (Mike Myers and Dana Carvey as Wayne and Garth, Saturday Night Live)
- 69 Pardon me, would you have any Grey Poupon? (Grey Poupon)
- 68 Tell me what you don't like about yourself. (Dr. McNamara & Dr. Troy, Nip/Tuck)
- 67 Up your nose with a rubber hose. (Vinnie Barbarino, Welcome Back, Kotter)
- 66 Heh heh... (Beavis & Butthead, Beavis and Butthead)
- 65 Making whoopie! (Bob Eubanks, The Newlywed Game)
- 64 Who loves you, baby? (Kojak, Kojak)
- 63 Gee, Mrs. Cleaver... (Eddie Haskell, Leave it to Beaver)
- 62 I can't believe I ate that whole thing. (Alka Seltzer)
- 61 Say good night, Gracie. (George Burns, The Burns & Allen Show)
- 60 We've got a really big show! (Ed Sullivan, The Ed Sullivan Show)
- 59 Silly rabbit, Trix are for kids! (Trix Cereal)
- 58 Elizabeth, I'm coming! (Fred Sanford, Sanford and Son)
- 57 Do you believe in miracles? (Al Michaels, 1980 Winter Olympics)
- 56 Don't make me angry... (David Banner, The Incredible Hulk)
- 55 Hey, hey, hey! (Dwayne Nelson, What's Happening!!)
- 54 Have you no sense of decency? (Joseph Welch to Sen. McCarthy)
- 53 Holy _____, Batman! (Robin, Batman)
- 52 What you see is what you get! (Geraldine, The Flip Wilson Show)
- 51 Never assume... (Felix Unger, The Odd Couple)
- 50 Tastes great! Less filling! (Miller Lite Beer)
- 49 You rang? (Lurch, The Addams Family)
- 48 Danger, Will Robinson! (Robot, Lost in Space)
- 47 How you doin'? (Joey Tribbiani, Friends)
- 46 Is that your final answer? (Regis Philbin, Who Wants to be a Millionaire)
- 45 Read my lips: No new taxes! (George H.W. Bush)
- 44 Two thumbs up! (Siskel & Ebert / Ebert & Roeper)
- 43 You look mahvelous! (Billy Crystal as Fernando, Saturday Night Live)
- 42 I want my MTV! (MTV)
- 41 Good night, and good luck. (Edward R. Murrow, See It Now)
- 40 Stifle! (Archie Bunker, All in the Family)
- 39 Would you believe? (Maxwell Smart, Get Smart)
- 38 Sock it to me. (Rowan & Martin's Laugh-In)
- 37 ...if it weren't for you meddling kids! (Various villains, Scooby Doo, Where Are You?)
- 36 Well, isn't that special? (Dana Carvey as The Church Lady, Saturday Night Live)
- 35 Oh my God! They killed Kenny! (Stan and Kyle, South Park)

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The list of The 100 Greatest TV Quotes & Catchphrases in numerical order con't:

- 34 You've got spunk... (Mr. Grant, Mary Tyler Moore)
- 33 Homey don't play that! (Homey the Clown, In Living Color)
- 32 No soup for you! (Soup Nazi, Seinfeld)
- 31 It keeps going and going and going... (Energizer Batteries)
- 30 It takes a licking... (Timex)
- 29 Norm! (Cheers)
- 28 How sweet it is! (Jackie Gleason, The Jackie Gleason Show)
- 27 The thrill of victory, and the agony of defeat. (Jim McKay, ABC's Wide World of Sports)
- 26 Smile, you're on Candid Camera! (Candid Camera)
- 25 Whassup? (Budweiser)
- 24 De plane! De plane! (Tattoo, Fantasy Island)
- 23 Jane, you ignorant slut. (Jane Curtin and Dan Aykroyd, Saturday Night Live)
- 22 Live long and prosper. (Spock, Star Trek)
- 21 And that's the way it is. (Walter Cronkite, CBS Evening News)
- 20 Come on down! (Johnny Olson, et al, The Price is Right)
- 19 Let's get ready to rumble! (Michael Buffer, Various sporting events)
- 18 Good grief. (Charlie Brown, Peanuts Specials)
- 17 Hey, hey, hey! (Fat Albert, Fat Albert)
- 16 Yada, yada, yada... (Seinfeld)
- 15 Book 'em, Danno. (Steve McGarrett, Hawaii Five-O)
- 14 Space, the final frontier... (Capt. Kirk, Star Trek)
- 13 We are two wild and crazy guys! (Steve Martin and Dan Aykroyd, Saturday Night Live)
- 12 Dynamite! (J.J., Good Times)
- 11 Aaay! (Fonzie, Happy Days)
- 10 I'm not a crook. (Richard Nixon)
- 9 Yabba dabba do! (Fred Flintstone, The Flintstones)
- 8 Whatchoo talkin' 'bout, Willis? (Arnold Drummond, Diff'rent Strokes)
- 7 Where's the beef? (Wendy's)
- 6 D'oh! (Homer Simpson, The Simpsons)
- 5 Ask not what your country can do for you... (John F. Kennedy)
- 4 Baby, you're the greatest. (Ralph Kramden, The Honeymooners)
- 3 You're fired! (Donald Trump, The Apprentice)
- 2 One small step for man... (Neil Armstrong)
- 1 **Here's Johnny! (Ed McMahon, The Tonight Show)**

The list is also available at www.tvland.com

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*.

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.

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*.

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