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SOMETHING MAJOR...MAJOR... ROLLS INTO TV LAND WHEN *M*A*S*H* PREMIERES ON NEW YEAR'S DAY

New York, NY, December 13, 2006 – TV Land kicks off 2007 in a “MAJOR” way when *M*A*S*H* -- one of the most successful shows ever seen on television -- debuts on the network with the week-long “**Major Major *M*A*S*H* Marathon.**” Beginning **Monday, January 1 through Sunday, January 7**, viewers can ring in the new year with the gang from the 4077th as TV Land airs the following in prime time: all the *major* episodes from the series; the original *major* motion picture of the same name; the 20th and 30th *major* reunion specials and the *major* landmark series finale. Throughout each day, TV Land will showcase iconic *M*A*S*H* performers in guest appearances on other TV Land shows, as well as *M*A*S*H* episodes featuring famous guest stars such as John Ritter, Laurence Fishburne and Blythe Danner. Additionally, on TVLand.com, fans can play a *M*A*S*H* trivia game and find information about the history of the show and cast. *M*A*S*H* will air in its **regularly scheduled timeslot of Monday and Wednesday at 10:30 p.m. and Tuesday-Sunday at 10 p.m. (all times ET/PT) beginning Monday, January 8.**

According to TV Land's New Generation Gap Study, *M*A*S*H* is THE #1 favorite show among Adults 40-59 and a Top 5 show among all adults. Additionally, Baby Boomers selected *M*A*S*H* as their all-time favorite TV show, followed by *CSI*, *Star Trek* (which joined TV Land in November), *Law & Order* and *24*. Also, Alan Alda's Captain "Hawkeye" Pierce character ranks as a top 5 all-time favorite TV character among Adults 18-59. The landmark study, which included input from more than 4,000 respondents nationwide, was commissioned by TV Land, a division of Viacom Inc.'s MTV Networks (VIAB), to deepen the networks' understanding of Boomers and was conducted by San Francisco-based Age Wave under the direction of its president, Ken Dychtwald, Ph.D., the nation's foremost authority on Baby Boomers, and Harris Interactive®.

“*M*A*S*H* is undoubtedly one of the greatest television shows of all time,” states Larry W. Jones, President, TV Land. “With an incredible ensemble cast and witty, sharp writing, it is no wonder it is the #1 show among Baby Boomers. It is an excellent complement to our already stellar line-up.”

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Throughout the week, TV Land will complement classic episodes of M*A*S*H with the following:

- **The shows' 20th and 30th Anniversary retrospectives (20th Anniversary Reunion airs Wednesday, January 3 at 10 p.m and Saturday, January 6 at 4 a.m. 30th Anniversary Reunion airs Thursday, January 4 at 10 p.m. and Sunday, January 7 and 4 a.m.)**

Written, produced, and directed by Michael Hirsh, this 1991 *20th Anniversary Reunion* special is hosted by actress Shelley Long at the Fox Ranch, where the series' exterior scenes were shot. The special includes cast members' insight into the characters they played. Alan Alda, Gary Burghoff, William Christopher, Jaime Farr, Mike Farrell, Larry Linville, Harry Morgan, Wayne Rogers, David Ogden Stiers, Loretta Swit and Gene Reynolds are featured.

Originally airing May 17, 2002, the *M*A*S*H: 30th Anniversary Reunion* special reunites cast members Alan Alda, Mike Farrell, Wayne Rogers, Loretta Swit, Gary Burghoff, Harry Morgan, Jamie Farr, David Ogden Stiers, William Christopher and Allan Arbus, as well as producers Gene Reynolds, Larry Gelbart and Burt Metcalfe as they reminisce with clips on the beloved, and at times, controversial series.

- **The original MASH movie (Airs Monday, January 1 at 10 p.m. and Friday, January 5 at 10 p.m. and re-airs immediately)**

In this film which inspired the landmark series, the 4077th Mobile Army Surgical Hospital is shaken up by the arrival of Captains "Hawkeye" Pierce (Donald Sutherland) and "Duke" Forrest (Tom Skerritt). Joined by renowned chest-cutter "Trapper" John McIntyre (Elliott Gould), the surgeons set about dealing with the daily carnage of the war.

- **M*A*S*H series finale (Airs Tuesday, January 2 at 10 p.m. and re-airs immediately, Saturday, January 6 at 11 p.m. and Sunday, January 7 at 8 p.m.)**

This finale remains one of the most successful show installments in television history and – when broadcast in 1983 – was a major programming milestone which attracted over 105 million viewers, the largest TV audience ever.

- **"Before They Were M*A*S*H Stars" (Airs Monday-Sunday between 6 a.m. and 8 p.m.)**

TV Land airs episodes from its programming line-up of *Gunsmoke*, *The Jeffersons*, *Good Times* and *The Andy Griffith Show* which feature M*A*S*H stars Jamie Farr, Larry Linville and Loretta Switt.

- **"Famous Guest Star Episodes"**

TV Land showcases M*A*S*H episodes which feature notable guest stars such as John Ritter, Ned Beatty, Rita Wilson, Laurence Fishburne and Blythe Danner.

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Based on the 1970 Robert Altman film of the same name, *M*A*S*H* revolves around life at the 4077th Mobile Army Surgical Hospital, where wounded and sick soldiers are treated. The show centers around Dr. Benjamin Franklin "Hawkeye" Pierce (Alan Alda) and Dr. "Trapper" John McIntyre (Wayne Rogers), two brilliant surgeons often preoccupied with attractive nurses, practical jokes and merry-making, all while disregarding military decorum. Their relaxed approach is a source of consternation for other medical staff including Dr. Frank Burns (Larry Linville) and Lt. Margaret "Hot Lips" Houlihan (Loretta Swit), whose secret love affair is no secret. Lt. Colonel Henry Blake (McLean Stevenson) is the camp commander who gives "Hawkeye" and "Trapper" free reign, further irritating Burns and "Hot Lips." Lt. Blake is aided by the nervous, yet efficient, Corporal Walter "Radar" O'Reilly (Gary Burghoff). Other show regulars include Corporal Max Klinger (Jamie Farr), a doctor's aide in the operating room who wears women's clothing in the hope of being discharged and Father Francis Mulcahy (William Christopher), who runs an orphanage and serves as the unit's chaplain.

Many cast changes occur throughout the series' run as McIntyre is discharged and is replaced by Dr. "B.J." Hunnicut (Mike Farrell), a clean cut family man. Dr. Burns is also later discharged and replaced with Dr. Charles Emerson Winchester (David Ogden Stiers), a Boston blueblood who does not get along with Pierce and Hunnicutt. The most significant departure from the series comes with the exit of Henry Blake, who is replaced by Colonel Sherman Potter (Harry Morgan). Throughout the series, there is a great deal of character development as Houlihan becomes friendlier, Pierce becomes more sensitive and Klinger becomes more assuming of his authority.

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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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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 130 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, 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 200 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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