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**“HOT SMOKE AND SASSAFRAS!”**

**TV LAND CELEBRATES THE NEW YEAR WITH  
“THE BEVERLY HILLBILLIES BEST DANG NEW YEAR’S MARATHON”  
BEGINNING DECEMBER 31**

**New York, NY, December 18, 2007** - TV Land rings in 2008 with 27 hours of non-stop Clampett wackiness and Granny’s unforgettable colloquialisms during **“The Beverly Hillbillies Best Dang New Year’s Marathon”** beginning **Monday, December 31, at 6:00PM (all times ET/PT)**. Viewers will be “happier than a cat at a fish fry” with episodes like “Jethro Goes to School” in which Max Baer, Jr. (Jethro) also plays Jethro’s twin sister, Jethrine, in drag, and an appearance by the late Sharon Tate in “Possum Day” as Miss Hathaway’s dark-headed assistant at the Commerce Bank.

As part of this celebration, TVLand.com will stream full episodes starting December 31, with weekly updates. The website will feature [character bios](#), a [comprehensive episode guide](#), and [photo gallery](#). TVLand.com visitors will also be able to test their ‘hill-folk’ knowledge with [The Beverly Hillbillies trivia game](#).

[The Beverly Hillbillies](#) aired on CBS from 1962 – 1971. Accidentally discovering oil on their property, the newly rich Clampetts move to Beverly Hills where they find that their mountain lifestyle is quite different than that of their upper-class neighbors.

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[The Beverly Hillbillies 'Best Dang' New Year's Marathon](#) schedule is as follows (all times ET/PT):

Monday 12/31			Tuesday 1/1		
6p	Ep. #1	Clampetts Strike Oil	6a	Ep. #33	Clampetts Get Psychoanalyzed
6:30p	Ep. #2	Getting Settled	6:30a	Ep. #52	The Giant Jackrabbit
7p	Ep. #8	Jethro Goes To School	7a	Ep. #080	Teenage Idol
7:30p	Ep. #9	Elly's First Date	7:30a	Ep. #90	Clampetts A Go-Go
8p	Ep. #10	Pygmalion & Elly	8a	Ep. #110	The Private Eye
8:30p	Ep. #11	Elly Races Jethro	8:30a	Ep. #111	Possum Day
9p	Ep. #12	The Great Feud	9a	Ep. #112	Possum Day Parade
9:30p	Ep. #20	Jed Throws A Wing Ding	9:30a	Ep. #127	Sonny Drysdale Returns
10p	Ep. #21	Jed Plays Solomon	10a	Ep. #144	The Gorilla
10:30p	Ep. #25	The Family Tree	10:30a	Ep. #176	Mr. University Muscles In
11p	Ep. #27	Granny's Spring Tonic	11a	Ep. #177	A Plot for Granny
11:30p	Ep. #33	Clampetts Get Psychoanalyzed	11:30a	Ep. #217	Jed Clampett Enterprises
12a	Ep. #52	The Giant Jackrabbit	12p	Ep. #223	The Jogging Clampetts
12:30a	Ep. #1	Clampetts Strike Oil	12:30p	Ep. #230	Jed Buys Central Park
1a	Ep. #2	Getting Settled	1p	Ep. #232	Manhattan Hillbillies
1:30a	Ep. #8	Jethro Goes To School	1:30p	Ep. #274	Jethro Returns
2a	Ep. #9	Elly's First Date	2p	Ep. #080	Teenage Idol
2:30a	Ep. #10	Pygmalion & Elly	2:30p	Ep. #90	Clampetts A Go-Go
3a	Ep. #11	Elly Races Jethro	3p	Ep. #110	The Private Eye
3:30a	Ep. #12	The Great Feud	3:30p	Ep. #111	Possum Day
4a	Ep. #20	Jed Throws A Wing Ding	4p	Ep. #112	Possum Day Parade
4:30a	Ep. #21	Jed Plays Solomon	4:30p	Ep. #127	Sonny Drysdale Returns
5a	Ep. #25	The Family Tree	5p	Ep. #144	The Gorilla
5:30a	Ep. #27	Granny's Spring Tonic	5:30p	Ep. #176	Mr. University Muscles In
			6p	Ep. #177	A Plot for Granny
			6:30p	Ep. #217	Jed Clampett Enterprises
			7p	Ep. #223	The Jogging Clampetts
			7:30p	Ep. #230	Jed Buys Central Park
			8p	Ep. #232	Manhattan Hillbillies
			8:30p	Ep. #274	Jethro Returns

[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

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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.

**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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