

**SHE'S
GOT the
LOOK™**
A Model Competition for Women Over 35

TV LAND'S "SHE'S GOT THE LOOK" RETURNS FOR A SECOND SEASON ON THURSDAY, JUNE 11 AT 9 P.M. ET/PT WITH TEN NEW FINALISTS OVER THE AGE OF 35 COMPETING TO BECOME THE NEXT GREAT SUPERMODEL

Winner To Land Photo Spread In SELF Magazine, Contract With Wilhelmina Models, Inc. And \$100,000 Prize

Reality Series To Air In TV Land PRIME

New York, NY, April 16, 2009 – TV Land's hit reality series "She's Got The Look" returns on Thursday, June 11 at 9 p.m. ET/PT for a second season as ten new finalists – all over the age of 35 -- compete to become the next great supermodel. The series, which is hosted by supermodel Kim Alexis, is a collaboration with Wilhelmina Models, Inc., and sets out to discover a sophisticated, beautiful and confident woman 35 or older destined to become the next "it" girl of the fashion industry. In addition to a contract with Wilhelmina Models, Inc., and a photo spread in SELF Magazine, this season's winner will now also receive a check for \$100,000. Supermodel Beverly Johnson, who made history as the first African-American model to appear on the cover of *American Vogue*, celebrity stylist Robert Verdi and Wilhelmina president Sean Patterson are all featured as judges on the series. Emmy Award-Winner Allison Grodner ("Big Brother," "Blowout") will return as executive producer. "She's Got The Look" will premiere in TV Land Prime, the network's new primetime programming block designed to appeal to the attitudes, life stage and interests of people in their 40s. RoC® is the presenting sponsor of "She's Got The Look."

The second season of "She's Got The Look," which expands from six episodes to eight, chronicles a nationwide model search resulting in bringing 20 contenders to New York City. These semi-finalists will be put to the test and face an immediate challenge, from which ten finalists will be selected to live in a New York City loft. The ten finalists will compete in photo shoots, a video shoot and high fashion runway shows.

From a feisty rocker to an elegant grandmother of eight to a former military officer to a strong-willed beauty who was homeless just nine years ago, this season's finalists are all accomplished and diverse women with unique life stories competing with six other stunners for the grand prize.

"TV Land is thrilled to showcase these ten gorgeous women ranging from the age of 35 to 72 who defy the stereotype that beauty fades after 20," states Larry W. Jones, president, TV Land. "This season is filled with more glamour, drama and competition -- with the most jaw-dropping elimination in the series' history taking place. I know our audience will be interested in seeing these women pursue a second chance at their lifelong dream."

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"She's Got The Look' proves to the world that an aspiring model over the age of 35 still has what it takes to make it in this industry," states Sean Patterson, president of Wilhelmina Models. "There is a huge market for women over 35 and we can't wait to add the winner of this year's competition to our roster of beautiful men and women."

"SELF is proud to be part of "She's Got the Look" once again this year to seek out unique and inspiring women who are happy, beautiful and self-confident at any age," states Lucy Danziger, SELF Magazine Editor-in-Chief. "SELF's 6.5 million readers will love meeting this season's ten finalists and seeing the excitement unfold!"

"She's Got The Look's" Ten Contestants Are:

Cindy Cohen, 39

Hometown: Calabasas, CA

This statuesque and sophisticated 39 year-old wife and mother dreamed of being a model since she was a little girl, but having her son at an early age and then being left homeless caused her to postpone her dream. Cohen has persevered through it all and is now ready to show the world her true beauty.

Dolores De Vega, 72

Los Angeles, CA

This fabulous and charismatic 72 year-old is a wife and grandmother of eight.

De Vega modeled as a teen, but was limited to only modeling for ethnic magazines. She is now ecstatic to have the opportunity to relive her dream.

Theresa Kalnins, 47

La Canada, CA

A mother of twin boys, this elegant, gorgeous 47 year-old has always wanted to pursue her dream of modeling. She is more motivated than ever to succeed and be able to provide for her sons. She has always believed that beauty is something that comes from within since you can always fix the outside.

LeeAnne Locken, 41

Dallas, TX

Growing up in a carnival circuit owned by her mother, Locken has always been a performer and does not shy away from speaking her mind. She wants to prove to her family that she can accomplish anything she sets her mind to do.

Shelly Marks, 39

Chagrin Falls, OH

A recent divorcee and a single mother of two, Shelly is now ready to conquer the modeling world. Having been discouraged in the past, she wants to make her children proud and show them that they can achieve any dream they set at any age.

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Rachel Paget, 37

Los Angeles, CA

Rachel works in a production business in Australia and never thought about modeling. She was recently encouraged by friends to pursue it and now considers her red hair and flat stomach one of her best-selling features.

Jamie Penrod, 35

Hobart, IN

Raising two kids as a single mother, Penrod knew she had to put her kids first and modeling second. She was encouraged by her brother to try out for the competition. Now married, she currently works for her husband's construction company and believes that now is the perfect time to show her beauty to the world.

Raquel Riley, 35

Clinton, MD

Having served in the military, Riley feels that it's time to finally make her mark on the modeling world. With a supportive husband and her three kids, she believes that she is ready to conquer the competition and take home the winning prize.

Jacqueline Siebert, 39

Los Angeles, CA

Never being comfortable in her own skin, Jacqueline feels that her beauty is best seen when she is positive, centered and spirituality connected. Siebert believes that her hard-working attitude and absolute love of beauty and fashion will get her far in the competition.

Sandy Young, 36

New York, NY

This striking, funky 36 year-old single mother of two is currently the lead singer and songwriter for a local band called WhoButShe. Her competitive nature drove her to audition and she believes she will be a great model because she is easy to work with and has the stamina to endure the nature of the competition.

"She's Got The Look" is an Allison Grodner production produced exclusively for TV Land. Keith Cox and Sal Maniaci serve as executive producers for TV Land; Sean Patterson and Corey Preston are executive producers from Wilhelmina.

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About TV Land PRIME and TV Land

TV Land PRIME is TV Land's prime time programming destination designed for people in their mid-forties and the exclusive home to the premieres of the network's original programming, contemporary television series acquisitions and movies. TV Land PRIME is part of TV Land, a network dedicated to presenting the best in entertainment on all platforms for consumers in their 40s and 50s. Consisting of original programming, acquired shows, hit movies and full-service Web site, TV Land is now seen in over 93 million U.S. homes.

About MTV Networks

MTV Networks, a division of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of entertainment content, with brands that engage and connect diverse audiences across television, online, mobile, games, virtual worlds and consumer products. The company's portfolio spans more than 150 television channels and 350 digital media properties worldwide, and includes [MTV](#), [VH1](#), [CMT](#), [Logo](#), [Harmonix](#), [Nickelodeon](#), [Nick at Nite](#), [Noggin](#), [The N](#), [AddictingGames](#), [Neopets](#), [COMEDY CENTRAL](#), [Spike TV](#), [TV Land](#), [Atom](#), [GameTrailers](#) and [Xfire](#).

About Wilhelmina

Wilhelmina is one of the largest model agency chains in the world, founded by legendary model, Wilhelmina Cooper in 1967. Today, they lead the industry in diversity and depth, and represent some of the biggest models, and celebrity talent in the world. Sean Patterson is the President of Wilhelmina Models. Wilhelmina has offices in New York, Los Angeles and Miami as well as licensees across the U.S.

About SELF

SELF is the premier women's magazine of total well-being, incorporating health and beauty, fitness and nutrition, happiness and personal style all in one package. 6.5 million readers turn to SELF each month. SELF is published by The Condé Nast Publications. For more information, visit www.Self.com.

About RoC®

Established in France by a pharmacist and dermatologists, RoC® has been a leading French skincare brand since 1957, devoted to developing anti-aging skin care products that guarantee visible, lasting results for healthier, younger looking skin. Since its U.S. introduction in 1999, RoC® has been committed to working in partnership with dermatologists to introduce clinically proven, trusted products, leveraging breakthrough technology. Praised by women and skin care experts alike for its technology and innovation for more than 50 years, RoC® offers anti-aging facial care focused on the following benefits: Multi-Benefit, Anti-Wrinkle, Lifting and Firming, Even tone and texture. To learn more about the science behind RoC®, visit www.rocskincare.com.

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