



TVLANDPRIME.COM STRUTS ITS SUMMER COLLECTION OF ONLINE EXCLUSIVE CONTENT FOR THE SECOND SEASON PREMIERE OF "SHE'S GOT THE LOOK" ON JUNE 11

New York, NY, June 11, 2009 – TVLandPRIME.com celebrates TV Land's much-anticipated return of the hit reality series "She's Got The Look" on Thursday, June 11, 2009, at 9 p.m. ET/PT with exclusive and exciting content sure to satisfy fashionistas wanting more. Visitors to the site can log on to check out "highlights" from the top 10 finalists auditions as well as "lowlights" of unforgettable eccentric auditions, extended exit interviews and weekly blogs authored by eliminated contestants and guest stars from this season. Streaming interviews with the show's judges -- supermodel Beverly Johnson, celebrity stylist Robert Verdi and Wilhelmina president Sean Patterson will also be available. Listen to what they are searching for in a supermodel and what it takes to be in the business. The site will be updated weekly with behind-the-scenes footage and exclusive photo galleries.

TV Land PRIME's "She's Got The Look" site features the following elements:

Video

Each week, TVLandPRIME.com presents the stories behind the story with exclusive, tell-all exit interviews and unforgettable, not-seen-on-air show moments as challenges are won and jealous tempers flare. Visitors will also be able to watch extended judge deliberations, behind-the-scenes greenroom drama, nervous anticipation, and each model's take on the week's challenge. In addition, TVLandPRIME.com will also feature sneak peeks of future episodes and recaps of past episodes for fans needing a quick catch-up.

Photo Galleries

Meet the top 10 finalists of "She's Got The Look" with candid photo galleries from each week's episode captioned by the models themselves as well as the week's final portraits from the photo shoot challenges. Visitors can check out bios, rate their favorite models and see who other voters think are worthy to be "on the board."

Blogs

Find out the inside scoop each week with a new blog entry from the latest model voted off the catwalk and blogs written by host, supermodel Kim Alexis and judges -- Beverly Johnson, Robert Verdi and Sean Patterson -- as they discuss the week's challenges and provide their expertise into what the models did properly and what could have been done differently.

Facebook and Twitter

For up-to-the minute updates as they happen, TV Land PRIME's "She's Got The Look" Facebook page will feature sneak peeks of future episodes, recaps of past episodes and more. Quick-witted

judge Robert Verdi will “tweet” live during each premiere episode via Twitter to give viewers extra insight into what the cameras may have missed.

Sweepstakes

Visitors to the [“She’s Got The Look”](#) site will be able to enter the [“She’s Got The Look *Get The Model Treatment Sweepstakes*”](#) presented by RoC® in partnership with SELF magazine and TV Land. One grand prize winner and three friends will receive a day of pampering, including relaxing spa treatments, lunch and gift baskets filled with RoC® skin-care products. In addition, each winner will receive a photo portfolio book to store their own high fashion glossies in. Ten additional lucky winners will receive a basket of RoC® skin-care products.

About the Show

“She’s Got The Look,” a collaboration with Wilhelmina Models, Inc., sets out to discover a sophisticated, beautiful and confident woman 35 or older destined to become the next great supermodel. The winner will receive a lucrative modeling contract with Wilhelmina Models, Inc., a photo spread for SELF Magazine and a cash prize of \$100,000. Iconic supermodel Kim Alexis, who has graced the covers of more than 500 magazines, hosts “She’s Got The Look.” 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 featured as regular judges on the series. The series is executive produced by Emmy Award-Winner Allison Grodner (“Big Brother,” “Blowout”).

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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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