



TV LAND'S NEWEST ORIGINAL SERIES "SHE'S GOT THE LOOK" SCORES IMPRESSIVE DEBUT

Premieres with Double Digit Gains Across All Key Demos

New York, New York, June 5, 2008 – Wednesday night's premiere of TV Land's newest original reality series, **"She's Got The Look,"** scored impressive numbers for its season premiere on Wednesday, June 4, scoring double digit gains across the network's target demo, Adults 25-54, and among the network's core audience, Adults 40-54. The six-episode series, 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. and a photo spread for *SELF* Magazine.

"The successful premiere of "She's Got The Look" is evidence that there is a need to create programming for people in their 40s and 50s," states Larry W. Jones, president, TV Land. "As we continue to roll out more originals, viewers are continuing to embrace these programs on TV Land."

According to Nielsen Media Research, "She's Got The Look" posted a 0.4/427,000 among A25-54, up+21% in rating and +23% in delivery over last year with the audience composed of half women and half men. The network averaged 669,000 total viewers, up +15% over YAGO, with a median age of 44. Among the network's core A40-54 audience, the premiere earned a 0.5/278,000, an increase of +55% in rating and +58% in delivery over last year.

TVLand.com experienced huge traffic gains from "She's Got The Look." During the 10 p.m. on-air premiere, daily unique visitors nearly doubled versus the previous hour. The "She's Got The Look" section drove these gains with traffic more than tripling versus the previous day. Yesterday, the most popular page on the site was the page showcasing photos from episode one, while seven out of the top ten most popular pages for the site were from the show. Additionally, the site witnessed increases to the home page, daily schedule and message board pages. Page views for the site were up +50% over the previous day, nearly double over four weeks prior and over four times over the same date one year ago.

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").

About TV Land:

TV Land is dedicated to presenting the best in entertainment on all platforms for consumers in their 40s and 50s. Armed with a slate of original programming, acquired classic shows, hit movies and full-service web site, TV Land is now seen in over 90 million U.S. homes. For up-to-the-minute and archival press information including releases and photographs, please visit TV Land's press-only web site at www.tvlandpress.com.

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 150 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.

[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. Dieter Esch is Chairman. They have offices in New York, Los Angeles and Miami as well as licensees across the U.S.

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