



## VIVICA A. FOX SIGNED TO HOST TV LAND'S "THE COUGAR"

Los Angeles, CA – February 4, 2009 – TV Land announced today that film and television actress Vivica A. Fox will host the upcoming TV Land original series "The Cougar," a one-hour elimination dating series set to premiere in April on TV Land PRIME. Executive produced by Mike Fleiss ("The Bachelor") and Warner Horizon Television, "The Cougar" is an eight-episode series in which an accomplished, beautiful and sexy woman hunts for love from a pool of eligible younger men.

"I'm so excited to be the guide for 'The Cougar's' quest for love," says Vivica A. Fox. "This show will prove to be empowering and enlightening for women everywhere. Plus, 20 hot guys gathered under one roof doesn't hurt!"

"Vivica is a pop culture celebrity who uniquely connects with our audience and whose distinctive style and sense of humor will help TV Land deliver on our promise to create entertaining programs that reflect the lifestyles and tastes of our viewers," stated Larry W. Jones, president of TV Land. "I'm thrilled that she will take viewers on our Cougar's romantic journey."

In 2009, Fox returns as Larry David's new houseguest in HBO's hit comedy, "Curb Your Enthusiasm" and also co-stars with Jessica Simpson, Cheri Oteri and Steve Guttenberg in the upcoming feature comedy "Major Movie Star." In 2008, Fox returned to her crime-solving roots as an FBI agent in pursuit of a serial killer in the suspense thriller "Junkyard Dog." Switching to a dramatic role, Fox co-starred in "Cover," a film directed by Bill Duke and based on a true story about the effects of HIV and AIDS in the African American community.

Continuing her producing efforts, Fox starred in and co-produced "Three Can Play That Game" (Sony/Screen Gems), co-starring Tony Rock. This romantic comedy is the sequel to the hit feature film "Two Can Play That Game." Fox also starred in and co-produced the suspense thriller "Motives 2." Vivica then lent her voice to the animated feature "Unstable Fables" as well as starring as the animated character Black Velvet in the WB's "New Loony Tunes."

Fox is also well-known for her role as Vernita Green in the 2003 Quentin Tarantino smash, "Kill Bill: Vol 1."

Vivica was also voted one of *People* magazine's 50 most beautiful people.

- more -

About TV Land PRIME and TV Land:

TV Land PRIME is TV Land's primetime 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. 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](http://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 Warner Horizon Television:

Warner Horizon Television is one of the entertainment industry's fastest-growing television companies, specializing in the creation of scripted series for the cable marketplace, and primetime reality series for both network and cable. Founded in 2006, this second production entity allows the Warner Bros. Television Group to expand its programming offerings and explore creative options made possible under a new business model.

# # #