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TV LAND AND ENTERTAINMENT WEEKLY'S 50 GREATEST TV ICONS **A HUGE SUCCESS WITH VIEWERS**

**Two-Hour Original Special Drives Huge Gains in Rating, Delivery and
Total Viewers on Friday, November 16**

Online, TVLand.com Has Most Visited Week Ever Driven by *Icons* Content

New York, NY, November 20, 2007 – ***The 50 Greatest TV Icons*** was a huge hit with viewers for its premiere on Friday, November 16, scoring double-digit gains in rating and delivery among its target A25-54 audience and triple-digit ratings and delivery gains among its core audience A40-54. The two-hour special – an editorial/on-air collaboration with *Entertainment Weekly* – presented 50 timeless performers from the history of television like Johnny Carson, Lucille Ball and Jerry Seinfeld who have all made their indelible mark in TV history.

According to Nielsen Media Research, ***The 50 Greatest TV Icons*** posted a 0.5/500,000 among A25-54, up +67% in rating and +67% in delivery over last year. Among its core audience, Adults 40-54, TV Land scored triple-digit gains in rating and delivery, averaging a 0.8/432,000, up +100% in rating and +100% in delivery. The special scored triple digit gains among total viewers over last year, averaging nearly 1.1 million total viewers, a rise of +112% over YAGO.

Online, TVLand.com set a record for its most visited week ever last week as the site featured special *TV Icons* content for fans including a video library of extended celebrity interviews from the special, a TV trivia game, and a photo gallery of the icons. The week surpassed the previous record-holder by +26% (week of October 1, 2007). Additionally, the site's video section also witnessed its most visited week ever, with a +38% increase over the previous record-holder in October 2007.

The 50 Greatest TV Icons features original talent interviews and archival clips of the entertainers who made the list as well as those who have been deeply influenced by them. From Oprah Winfrey to Simon Cowell and Susan Lucci to Homer Simpson, this countdown special showcased the stars who made a huge impact on television and continue to stand the test of time.

The 50 Greatest TV Icons is a Gay Rosenthal Production produced exclusively for TV Land. Executive Producers are Gay Rosenthal and Paul Barrosse from Gay Rosenthal Productions and Sal Maniaci, Senior Vice President, TV Land, Development and Original Programming. Nicholas Caprio of Gay Rosenthal Productions is Co-Executive Producer.

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 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.

Entertainment Weekly, a winner of four National Magazine Awards is America's leading consumer magazine of entertainment and popular culture. The magazine is a wholly owned subsidiary of Time Inc., and has a guaranteed circulation rate base of 1.725 million reaching an audience of 10.7 million readers. EW.com, winner of MPA's best entertainment website of the year, is one of the most popular and most comprehensive sites for online entertainment coverage. EW.com's homepage contains unique, online-only content - articles, photo galleries, reviews, Q&As and blog items, etc. - plus a complete archive of Entertainment Weekly magazine.

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