



**TEN FINALISTS COMPETE TO BECOME THE NEXT GREAT SUPERMODEL IN
TV LAND'S NEW ORIGINAL REALITY SERIES
"SHE'S GOT THE LOOK," PREMIERING ON WEDNESDAY, JUNE 4**

TVLAND.COM LAUNCHES EXCLUSIVE CONTENT FOR THE PREMIERE

**Hilarious Auditions, Interviews With Celebrity Judges And
At-Home Packages With Finalists Available Online Immediately**

New York, NY, June 2, 2008 – TV Land searches for the next new face of the fashion industry in the network's new original reality series "She's Got The Look," premiering on Wednesday, June 4 at 10 p.m. ET/PT. This six-episode series, in 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 in *SELF* Magazine. 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").

In anticipation of the premiere of "She's Got The Look," TVLand.com has created a microsite for the show which will feature exclusive content such as behind-the-scenes footage, weekly blog entries from celebrity stylist Robert Verdi and contestants, tips from *SELF* Magazine editors, extended interviews and full episodes of the series following their on-air premiere. Beginning immediately, visitors to TVLand.com can now view a 21-minute sneak peek of the series, catch some of the funniest moments from the auditions across the country, view interviews with the panel of judges and hometown visits with four of the show's finalists. The extensive footage and access to numerous interviews, blogs and photos is a one-stop shop and fun companion for visitors to learn more about "She's Got The Look."

- more -

The on-air and online roll-out for "She's Got The Look" is follows:

AVAILABLE NOW:

Online:

- 21-minute sneak peek of the series
- Interviews with all three of the judges
- At-home video packages with contestants Sharon, Karin, Tanya and Paula
- Funny auditions
- Exclusive video overview of the series

JUNE 4, 2008

On-air: SERIES PREMIERE

"The New York 10"

The competition begins with a nationwide search, after which twenty semi-finalists are flown to New York. To their surprise, they are immediately put to the test in their first photo shoot where they must then face the judges. Ten ladies will be immediately sent home. The ten remaining finalists remain in New York, where they will compete for the opportunity of a lifetime-a lucrative contract with Wilhelmina Models and a photo spread in *SELF* Magazine.

Online:

- Robert Verdi blog with information about the contestants and behind-the-scenes tidbits
- A blog written by one of the ten finalists in the series
- Photo gallery of all 20 semifinalists from series
- *SELF* Magazine blog by Lucy Danziger, the magazine's editor-in-chief
- Video introductions of each of the finalists
- Sneak peek of next week's episode
- Episode 1 in full (after premiere)

JUNE 11, 2008

On-air:

"Dare to Bare"

The ten finalists undergo amazing transformations, face 6 of the toughest agents at Wilhelmina Models, and must dare to bare it all in their first elimination challenge – a professionally styled, nude photo shoot!

Online:

- New Robert Verdi and contestant blog entries
- Episode 2 photo gallery
- *SELF* Magazine blog by Elaine D'Farley, *SELF* Magazine beauty director
- Extended scenes from the finalists makeovers and an interview with hairstylists Warren Tricomi and Joel Warren
- Judges' deliberations
- Exit interviews with cast-off contestants

- more -

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- Sneak peek of next week's episode
- Episode 2 in full (after premiere)

JUNE 18, 2008

On-air:

"Down the Runway"

The competition intensifies and emotions run high as the eight remaining ladies receive modeling tips from surprise guest, supermodel Roshumba Williams, and then strut their stuff at a live runway show! Their goal – to stay on the board and be one step closer to winning the modeling contract with Wilhelmina Models and the photo spread in *SELF* Magazine.

Online:

- New Robert Verdi and contestant blog entries
- Episode 3 photo gallery
- *SELF* Magazine blog by Evyann Metzner, fashion editor for the magazine
- Runway walking with supermodel Roshumba Williams
- Footage of the finalists practicing techniques for their runway challenge
- Exclusive online video tip from a *SELF* Magazine editor
- Judges deliberations
- Extended exit interview
- Sneak peek of next week's episode
- Episode 3 in full (after premiere)

JUNE 25, 2008

On-air:

"Flying High"

The competition soars to new heights as the seven finalists face their fears on the flying trapeze. Then, they must show their sexy side while posing with two gorgeous male models. In the end, the competition will prove too hot – and two women will be sent home.

Online:

- New Robert Verdi and contestant blog entries
- Episode 4 photo gallery
- *SELF* Magazine blog by Meaghan Buchan, magazine's fitness editor
- Extended interviews with the photographers that shot the trapeze and jewelry shoot challenges in this week's episode
- Judges deliberations
- Extended exit interviews
- Sneak peek of next week's episode
- Episode 4 in full (after premiere)

JULY 2, 2008

On-air:

"A Commercial with Taste"

The five remaining ladies get a taste for acting with surprise celebrity guest Daisy Fuentes, and a surprise visit from home for the competition winners will leave the others longing for their loved ones.

Online:

- New Robert Verdi and contestant blog entries
- Episode 5 photo gallery
- *SELF* Magazine blog by Dana Points, executive editor of the magazine
- Television commercials the models shot with supermodel/ actress Daisy Fuentes during this week's challenge and extended interview with Fuentes and commercial director
- Extended scenes of the acting classes the finalists took
- Judges deliberations
- Extended exit interviews
- Sneak peek of next week's episode
- Episode 5 full episode (after premiere)

JULY 9, 2008

On-air:

"The Lady with The Look"

Only four lucky finalists remain, and they must use everything they've learned to make it to the top. The women pitch themselves to the editors of *SELF* Magazine and then realize their pitch in their ultimate cover girl photo shoot. Only one lady will be left standing, crowned the winner of "She's Got The Look" and win a contract with Wilhelmina Models and a photo spread in *SELF* Magazine.

Online:

- New Robert Verdi and contestant blog entries
- Episode 6 photo gallery
- A blog written by one of the finalists in the series
- *SELF* Magazine blog by Lucy Danziger, the magazine's editor-in-chief
- Extended exit interviews
- Extended interview with *SELF* Magazine cover shoot photographer
- Footage of the winner during *SELF* magazine shoot
- Episode 6 full episode (after premiere)

"She's Got The Look" is an Alison Grodner production exclusively for TV Land. Keith Cox and Sal Maniaci serve as executive producers for TV Land; Sean Patterson is executive producer for Wilhelmina.

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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 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.

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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