



**HERE'S THE STORY:
TV LAND'S ORIGINAL SPECIAL,
STILL BRADY...AFTER ALL THESE YEARS, DRAWS NET'S
HIGHEST AUDIENCE LEVELS FOR ORIGINAL TELECAST
AMONG A25-54**

Reunion Special Scores Triple-Digit Demo Increases

Santa Monica, CA, September 28, 2004 – Nearly 1.5 million total viewers welcomed America's favorite TV family, *The Brady Bunch*, back into their homes after 35 years for TV Land's original one-hour special, *Still Brady...After All These Years* on Sunday, September 26 (10 p.m. all times ET/PT). The telecast, part of TV Land's 48-hour weekend marathon marking the 35th anniversary of *The Brady Bunch*, increased total audience levels by +186% over last year's time period. Among TV Land's target demo of Adults 25-54, the special scored a 1.1/1 million, marking a strong +175% increase in rating and +203% in delivery over last year's time period – recording the network's highest audience levels for an original telecast among its target A25-54 audience.

The 48-hour marathon weekend (9/25-9/26/04), posted a 0.5/464,000 among A25-54, a +67% rise in delivery and a +53% increase in rating over last year. The weekend featured the very first episode of *The Brady Bunch* at **8 p.m.** that Sunday, 35 years to the minute that the series initially premiered on television, the unforgettable three-part episode of The Bradys in Hawaii and other memorable episodes. The marathon increased audience levels by +34% over last year, averaging 760,000 total viewers.

Hosted by Jenny McCarthy, *Still Brady...After All These Years* featured rarely seen home movies, current interviews with the show's surviving cast members -- who discussed their favorite episodes -- and showcased several of the series' most memorable moments, celebrity guest stars and popular storylines. The special was executive produced for TV Land by Lloyd Schwartz and Sherwood Schwartz, the creator and executive producer of the original enduring sitcom along with Sal Maniaci, Vice President, Development and Production, TV Land and Michael Petok.

Encore presentations of *Still Brady...After All These Years* will air on TV Land on Wednesday, September 29 at 10 p.m., Thursday, September 30 at 9 p.m., Friday, October 1 at 5 p.m., Saturday, October 2 at 8 p.m. and Sunday, October 3 at 3 p.m. and 11 p.m. Additional repeat dates for the telecast can be found on tvland.com.

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DRAWS NET'S HIGHEST AUDIENCE LEVELS FOR ORIGINAL TELECAST AMONG A25-54*

Now seen in over 82 million U.S. homes, TV Land's program mix features popular dramas, sitcoms, westerns, Retromercials and a TV-referential interstitial environment, all programmed with a specific audience in mind – the first generation of Americans to grow up watching television and features all-time Classic hits like "All in the Family," "I Love Lucy," "The Andy Griffith Show," "The Carol Burnett Show" and "Bonanza."

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