



TV LAND HEATS UP SUMMER WITH BRAND NEW ORIGINALS AND MORE CLASSIC TELEVISION FAVORITES

**First-ever 35+ Model Show “She’s Got The Look,”
“Family Foreman” and the Return of “Myths and Legends” Hit Air This Summer**

“Mad About You,” “Murphy Brown” and “Hogan’s Heroes” to Join the Line-up

New York, NY, April xx , 2008 – Things heat up this summer on TV Land as the network dedicated to the entertainment needs of people in their 40s and 50s adds new original programs, classic television favorites, new iconic movies and specially themed programming all summer long. TV Land kicks its original production into high gear with the premiere of two new originals, and the return of a TV Land original favorite. “She’s Got the Look,” with host Kim Alexis, showcases women 35 plus as they vie for a modeling contract with Wilhelmina Models Inc. and a photo spread in Self magazine. “Family Foreman” gives viewers an inside look on how former heavyweight boxing champion George Foreman and his extensive family live their everyday life. Fan favorite “Myths and Legends” returns for a second season and answers persuasive questions about pop culture icons from the world of television, arts and music.

Additionally TV Land will expand its roster of classic TV offerings – both on-air and online -- with the addition of proven television favorites “Mad About You,” “Murphy Brown” and “Hogan’s Heroes.”

Below is a Detailed Look at TV Land’s Summer Programming Line-up:

ORIGINAL PROGRAMMING

“She’s Got The Look” (new series)

Wednesday, June 4 at 10:00 p.m. ET/PT

For the first time, TV Land and acclaimed modeling powerhouse Wilhelmina Models Inc. team up to search the country to find the greatest undiscovered models age 35 and older. The would-be models live together in a spacious apartment in New York City and face various challenges real models would encounter such as photo shoots and tests on their fashion sense and acumen. Eliminations occur weekly until the ultimate winner is crowned. Fashion icon and supermodel Kim Alexis is the host. Celebrity stylist Robert Verdi, Wilhelmina president Sean Patterson, and supermodel Beverly Johnson are judges of this six-episode series.

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“The 6th Annual TV Land Awards”

Sunday, June 15 at 9:00 p.m. ET/PT

TV Land’s annual salute to the world of popular entertainment from proven classics, to emerging classics – all whose work will continue to endure the test of time. Several awards will be bestowed upon some of Hollywood’s biggest luminaries from the past and present, in this 90 minute special.

“Family Foreman” (new series)

Wednesday, July 16 at 10:00 p.m. ET/PT

In this six episode series, TV Land gives viewers an intimate look at the life of George Foreman, the former heavyweight boxing champ who reinvented himself into a successful businessman and pitchman. Viewers get a rare glimpse into his home life as a father to ten children, five of whom are also named George Edward Foreman, as well as his life on the road managing his multi-million dollar empires.

“Myths and Legends” (returning series)

Wednesday August 27 at 10:00 p.m. ET/PT

Back by popular demand, “Myths and Legends” returns with a seven brand new episodes, which finally answer all those burning questions that have now become legendary. This season takes a look at “Pigskins, Bats and That Darn Cat,” “Rock Gods and Movie Stars,” “Curses, Corpses and Alice Cooper.” “Blood Evidence,” “Shatner, Sinatra and Oscar.” “Manson, Monkees and Mister Ed” and “Bigfoot Phone Home.”

ACQUISITIONS

“Mad About You”

Sunday June 22, 9 p.m. – 6 a.m.

The Buchmans, neurotic Manhattan newlyweds (Paul Reiser and Helen Hunt), try to raise a family and deal with common everyday life situations that giving this show a hilarious spin.

“Murphy Brown”

July 2008

This Emmy award-winning comedy centers on the life of a single, unmarried, recovering alcoholic mother, Murphy Brown played by Candice Bergen. Brown was the veteran star reporter of a Washington-based TV network, known as F.Y.I. Brown who is not the most loveable person in the world is opinionated, sarcastic and overbearing – this combination creates hilarious situations with her co-workers.

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Page 3 of TV Land Summer Release

“Hogan’s Heroes”

Sunday July 6, 6 a.m. – 9 p.m.

Set against a World War II backdrop, Hogan's Heroes tells the story of the adventurous undertakings of five prisoners of war who are secretly out to damage the German war effort. They go through unprecedented lengths to complete their mission. Although it is set up in a touchy background, it always takes on a comedic twist. The storylines were based on the real life stories of the prisoners of war.

Movie Land

Friday nights at 10 p.m. ET/PT

TV Land continues to air its signature movie block Friday nights at 10 p.m. showcasing boomers' favorite movies that they have grown to love and have sustain their mass appeal to viewers beyond the multiplex. Among the films to be shown are "Apollo 13," "Blazing Saddles," "City Slickers," "My Cousin Vinny" and "Beverly Hills Cop."

Summer Marathons

"Truly Original"

Memorial Day May 26, 8 a.m. – 8 p.m. ET/PT

TV Land invites viewers to have a fun day of all things reality, with back-to-back episodes of the original series "The Big 4-0" which showcases the extreme things people will do to celebrate their 40th birthday. The fun doesn't stop there as old rivalries re-surface on "High School Reunion," where viewers will find out if Glen finally confronts his high school bully Jason and will Lana have the chance to amend things with her ex husband Mike, after having an affair with his best friend Steve? TV Land ends the night of reality programming with a special encore presentation of the first season of "Myths and Legends."

"Gold Medal"

Friday August 1 – Saturday August 30, 2008

TV Land invites its viewers to join in on the summer games during weekday and weekend marathons blocks of the highest rated shows where viewers will be encouraged to go online to tvland.com and compete in TV Land's own version of summer games, creating a complete 360 degree experience for the TV Land viewer.

"Night of a Thousand Georges"

Sunday July 13, 8 p.m. -2 a.m. ET/PT

In preparation for TV Land's newest original series "Family Foreman" TV Land airs a five-hour marathon of everybody's *other* favorite George...George Jefferson. Popular "Jeffersons" episodes will air along side with extended sneak peaks of TV Land's new original series "Family Foreman."

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Page 4 of TV Land Summer Release

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.

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