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TV LAND OVERVIEW

TV Land is dedicated to building the ultimate Baby Boomer entertainment brand on all platforms. Armed with a slate of new original programming, newly acquired Classic TV and movies, multiplatform content and *Cause Change* -- a new pro-social initiative -- the network is uniquely positioned to cater to America's 78 million Baby Boomers, the first generation of Americans who grew alongside television. Created in April 1996 and now seen in over 90 million U.S. homes, TV Land's program mix features hit originals, popular dramas, sitcoms, westerns and Retromercials.

PROGRAMMING

This August, TV Land remembers the "King of Rock and Roll" with *Elvis Month* by showcasing Elvis concerts, TV appearances, movies and biographies beginning on Friday, August 3, 2007 and airing throughout the entire month of August. Among the music-based programming, TV Land will present *Elvis: '68 Comeback Special*, *Aloha from Hawaii*, *Elvis: The Great Performances* and *Ed Sullivan's Rock and Roll Classics: Elvis Presley*. The network will also feature documentaries including *Elvis By the Presleys*, *Elvis on Tour* and *Elvis: His Best Friend Remembers*. Several movies will complement the schedule including *Love Me Tender*; *Easy Come, Easy Go*; *Fun in Acapulco* and several others.

Original shows and specials that have aired on the network and which will grace the TV Land line-up in the coming weeks:

- ***The Annual TV Land Awards Show*** – *The TV Land Awards* is television's only show where contemporary stars come out to honor Classic TV icons. Kelly Ripa hosted this year's fifth annual show which aired in April. The show included tributes to: *Roots*, which featured the reunion of several cast members in honor of the epic's 30th Anniversary; Lucille Ball, whose Legacy of Laughter Award was accepted by her children, Lucie Arnaz and Desi Arnaz, Jr.; *The Brady Bunch*, feted with the Pop Culture Award in an on-stage reunion of the cast; and *Hee Haw*, which was honored with the Entertainer Award.
- ***TV Land Confidential*** – Each 30-minute episode of this returning TV Land series is filled with anecdotes, interviews and clips, bringing viewers the tales behind their favorite TV shows, musical performers and movies. Premiere date: July 11, 2007.

- **Back to the Grind** – This half-hour series takes iconic TV performers – from Loni Anderson to Harry Anderson and other actors not named “Anderson” – and has them perform the real-life version of the jobs their characters held on Classic TV shows like *WKRP in Cincinnati* and *Night Court*. Airdate: July 18, 2007.
- **TV Land Myths & Legends: Elvis Presley** – Based on the popularity of season one of *TV Land Myths & Legends*, this half-hour special coincides with TV Land's month-long salute to Elvis Presley. Thirty years after his death, TV Land takes an in-depth look at some of the most popularly held notions about the “King of Rock and Roll” and dissects them to separate fact from fiction. Airdate: August 16, 2007.
- **Entertainment Weekly & TV Land Present: The 50 Greatest TV Icons** – TV Land partners with America's premier entertainment magazine to create a comprehensive look at the 50 Greatest TV Icons, all culled from over 50 years of television. This 2-hour special will be shown on TV Land on November 16, 2007.
- **High School Reunion** – TV Land reunites more than a dozen alumni from a 1987 high school class for this six-episode series, set on a sun-drenched multi-million dollar Hawaiian estate. The series revolves around the 20th anniversary reunion getaway for the class of 1987 from JJ Pearce High, several of whom have not seen each other since graduation. Whether opening some painful wounds inflicted by the resident bully or rekindling old romances, *High School Reunion* will give viewers a front row seat to the emotional and compelling rollercoaster ride throughout its six-week run. Premiere date: January, 2008.

MULTI-PLATFORM CONTENT

Armed with a new broadband media player – which debuted in August 2006 – and one of the deepest online libraries featuring hundreds of television clips, celebrity interviews, classic TV commercials and several other features, the Emmy Award-winning TVLand.com serves as the network's showcase for multi-platform content. Online fans can find content that complements TV Land's original and classic TV programming, access exclusive footage, play interactive games and share content with other fans. TVLand.com also features interviews with the creators, actors and producers from TV history from the Academy of Television Arts and Science “Archive of American Television.” Additionally, full episodes of select TV Land original series are available to watch on TVLand.com or purchase via iTunes.

TV Land is also going mobile with a Wireless Access Protocol (WAP) version of its popular tvland.com website. The site will feature ad-supported content centered on its archive of the most beloved classic TV shows and new original series and specials. TV Land fans will be able to test their knowledge of classic TV with a celebrity photo trivia game and a daily “Today in TV Generation History” fact as well. More features will be added throughout 2007.

TV LAND MOVIES

TV Land has cemented Friday nights at 10 PM (ET/PT) as the network's signature movie block featuring some of the most beloved, enduring and iconic movies that Boomers fell in love with at the multiplex or first experienced through television. Since April, some of the films shown on TV Land include: *The Blues Brothers Movie*; *Beetlejuice*; *Caddyshack*; *Fletch*; *National Lampoon's Vacation*; *Pleasantville*; *White Men Can't Jump*; *Working Girl*; *Young Frankenstein* and several others. For more information on the movie block, please visit www.tvland.com.

CAUSE CHANGE

Beginning October 1, 2007 and beyond, TV Land will encourage its multi-platform audiences to give back to society through **Cause Change**, TV Land's newest pro-social initiative. On-going on-air promotion will underscore the personal and social benefits of giving back to society through philanthropy, volunteerism and good citizenship. On-air, the effort will showcase individuals who contribute to the well-being of others and viewers will be directed to www.tvland.com to learn more about how they can participate and help. On TVLand.com, **Cause Change** will link to other sites for more information on how they can be involved.

Acquisitions featured in TV Land's line-up:

THE ADDAMS FAMILY

This offbeat comedy debuted on ABC on September 18, 1964, and ran two seasons through September 2, 1966. The series was based on a series of bizarre, dark comedy drawings that cartoonist Charles Addams created for *The New Yorker* magazine starting in the late 1940s. The cartoons featured a ghoulish family in a gothic mansion who lives were in opposition to the cheerful and upbeat values which were suggested by the mainstream media. Situations on the program inevitably involved outsiders from the so-called "normal world" making contact with the strange family, which featured Gomez (John Astin), a cigar-smoking tycoon with an adolescent appetite for destruction, Morticia (Carolyn Jones), a sexy, black widow figure who revels in gloom and solemnity, Uncle Fester (Jackie Coogan), a bald lunatic who takes pleasure in relaxing on a bed of nails and firing cannons in the house, Lurch (Ted Cassidy), the seven-foot-tall butler who tends to groan rather than speak, and a pair of odd children, Pugsley (Ken Weatherwax) and Wednesday (Lisa Loring), each with a distinctly morbid sensibility. Also on hand was Thing -- a friendly hand who traveled from box-to-box in the vast house, and Cousin Itt, a little person covered in long hair who spoke in unintelligible gibberish (body by Felix Silla, voice by the program's sound engineer Tony Magro).

ALL IN THE FAMILY

One of the biggest hits in the history of television, this ground-breaking sitcom ignored all the rules by dealing openly with tough social issues like prejudice, bigotry and politics while making stars out the cast members. Archie Bunker (Carroll O'Connor) -- a middle-class white, Anglo-Saxon, Protestant American rules his modest home in Queens, New York by preaching the

"American Way" from his living room chair. His wife Edith (Jean Stapleton) listens to her opinionated husband attentively but with an impartial and honest ear. Archie and Edith's "little girl," Gloria (Sally Struthers) fights for women's rights and is often caught in the war between her bigoted, conservative father and her liberal husband, Mike "Meathead" Stivic (Rob Reiner).

THE ANDY GRIFFITH SHOW

The Andy Griffith Show revolves around the town of Mayberry, North Carolina where the widowed Sheriff Andy Taylor (Andy Griffith) keeps peace at home and at work. The other Mayberry folks include: Andy's wiry partner, and cousin, Deputy Barney Fife (Don Knotts), who often locks himself in the jail cell; Andy's Aunt Bee (Frances Bavier), who acts as combination housekeeper and foster mom to Andy's son, Opie (Ronny Howard); Gomer Pyle (Jim Nabors), a gas station attendant; Floyd Lawson (Howard McNear), the town barber; Otis Campbell (Hal Smith), the town drunk who lets himself in and out of jail each day; Goober Pyle (George Lindsay), Gomer's cousin; Helen Crump (Anita Corsaut), Andy's girlfriend and Opie's teacher; and Thelma Lou (Betty Lynn), Barney's girlfriend. TV Land has acquired the rights to this highly-rated and enduring sitcom and will air all 274 episodes of the series.

BONANZA

Bonanza aired from 1961-1972 and was a non-traditional Western centering on a prosperous family of ranchers living in Nevada during the Civil War years, after the discovery of the Comstock Silver Lode. Ben Cartwright (Lorne Greene) is a widower and patriarch of an all-male clan and owner of Ponderosa Ranch. His three sons – Adam, Eric "Hoss" and Little Joe – each have a different mother, none of whom are still alive. Adam (Pernell Roberts) is the most serious of the three and is the successor to the ranch. Hoss (Dan Blocker) is a gentle giant who is quite naïve and Little Joe (Michael Landon) is the youngest and most romantic of the trio. The first Western to be televised in color, the show focuses on the everyday adventures in mining and ranching, as well as the relationships the Cartwright men had with those they encounter. For most of the 1960s, *Bonanza* ranked as one of the highest-rated programs on television, and its driving theme song, "Bonanza," was also a huge hit.

GOOD TIMES

The series, which premiered on CBS on February 1, 1974, was set in the projects on the South Side of Chicago and follows the lives of the Evans family as they tackle such hardships as financial problems and discrimination. Florida Evans (Esther Rolle) is the quick witted matriarch of the household, while her loving husband, James (John Amos) is the breadwinner and proud father. Together, their successful parenting skills instill value, pride and morality in their three children who are often bickering. J.J., the eldest son, is an aspiring artist who became an instant hit with his catchphrase "Dyn-O-Mite." Thelma, the teenage daughter grapples with school, dating and her two overly protective brothers while the youngest, Michael (Ralph Evans), delves into politics and education to become the family's scholastic success. Willona Woods (Ja'net DuBois), family friend and next door neighbor, appears frequently in the Evans household and is always adding her wisdom and sarcasm.

GREEN ACRES

One of CBS's most successful rural comedies, this is the true "fish-out-of-water" story. A wealthy couple from New York City, Oliver (Eddie Albert) and Lisa Douglas (Eva Gabor), give up their luxurious life and buy a farm in a fictitious town of Hooterville, the setting for *Petticoat Junction* (the two shows were produced by the same people). Because of its proximity to the neighboring town, often the characters from *Petticoat Junction* visit Lisa and Oliver and the other cast of characters which include Arnold the Pig, a handyman named Ebb, and a brother and sister carpenter team who work on the Douglas' home.

GUNSMOKE

Emmy Award-winning *Gunsmoke* broke all kinds of television records. First, it broke the mold of "fantasy kiddy-western" by introducing "adult western-drama" to television and changing the image of Westerns over the next decade. Second, twenty seasons of *Gunsmoke* were produced making it the fourth "longest-running series" in the history of television. Set in 1873 in Dodge City, Kansas, it starred James Arness, Amanda Blake, Burt Reynolds, and Dennis Weaver.

I LOVE LUCY

One of the most recognized shows ever to hit television, *I Love Lucy* follows the life of Lucy Ricardo (Lucille Ball), a wacky Manhattan housewife whose antics and schemes make life difficult for her perpetually irritated husband and nightclub band leader, Ricky (Desi Arnaz). Residing just downstairs are the Ricardo's best friends and landlords, Fred Mertz (William Frawley), and his wife, Ethel (Vivian Vance), Lucy's partner in mischief. The four friends eventually move to more spacious homes in suburban Connecticut later in the series.

THE JEFFERSONS

The Jeffersons is a spin-off from *All in the Family*, in which George (Sherman Hemsley), Louise (Isabel Sanford) and Lionel Jefferson (Damon Evans) have moved to a "de-luxe" apartment in the sky-yyy" in Manhattan. George is wealthy and snobbish and owns the successful Jefferson Cleaners. He and Louise, his long-suffering wife, have been married for twenty five years. The series revolves around George, a bigoted, loud-mouthed bully who barks at his wife and maid and struts like a peacock. It features the comic adventures of the couple and their neighbors, the Willises, television's first interracial couple.

LEAVE IT TO BEAVER

This idyllic slice of 1950's Americana, has become the ultimate portrayal of life in middle-class suburbia. The first sitcom to be seen from a kid's point of view, *Leave it to Beaver* follows the lives of the Cleaver family. The clan is led by an extremely patient father, Ward (Hugh Beaumont), head of the household and keeper of sound advice. June (Barbara Billingsley), the loving wife and mother who can always solve the boys' problems by dipping into the cookie jar or just by being a good listener. Their eldest son Wally, (Tony Dow) originally came up with the nickname for "Beaver" (Jerry Mathers) because he couldn't pronounce his little brother's real name, Theodore.

LITTLE HOUSE ON THE PRAIRIE

Based on Laura Ingalls Wilder's autobiographical books, *Little House on the Prairie* aired on NBC from 1974-1983. The hour-long series centered on The Ingalls family, who move to the small town of Walnut Grove, MN. Charles (Michael Landon), his wife Caroline (Karen Grassle), their three daughters Mary (Melissa Sue Anderson), Laura (Melissa Gilbert), Carrie (Lindsey and Sidney Greenbush) and their adopted son Albert (Matthew Laborteaux) all deal with the experiences of family life, natural disasters, and eventually marriage for the children, all this seen through the eyes of young Laura. Other dwellers in Walnut Grove include: Nels and Harriet Olsen (Richard Bull and Katherine MacGregor), their spoiled children Nellie and Willie (Alison Arngrim and Jonathan Gilbert), town physician "Dr. Baker" (Kevin Hagen), Charles' best friend Isaiah Edwards (Victor French), Miss Wilder (Lucy Lee Flippin), and her brother Almanzo, (Dean Butler), who eventually married Laura.

M*A*S*H

Based on the 1970 Robert Altman film of the same name, *M*A*S*H* revolves around life at the 4077th Mobile Army Surgical Hospital, where wounded and sick soldiers are treated. The show centers around Dr. Benjamin Franklin "Hawkeye" Pierce (Alan Alda) and Dr. "Trapper" John McIntyre (Wayne Rogers), two brilliant surgeons often preoccupied with attractive nurses, practical jokes and merry-making, all while disregarding military decorum. Their relaxed approach is a source of consternation for other medical staff including Dr. Frank Burns (Larry Linville) and Lt. Margaret "Hot Lips" Houlihan (Loretta Swit), whose secret love affair is no secret. Lt. Colonel Henry Blake (McLean Stevenson) is the camp commander who gives "Hawkeye" and "Trapper" free reign, further irritating Burns and "Hot Lips." Lt. Blake is aided by the nervous, yet efficient, Corporal Walter "Radar" O'Reilly (Gary Burghoff). Other show regulars include Corporal Max Klinger (Jamie Farr), a doctor's aide in the operating room who wears women's clothing in the hope of being discharged and Father Francis Mulcahy (William Christopher), who runs an orphanage and serves as the unit's chaplain.

THE MUNSTERS

The Munsters debuted on CBS on September 24, 1964 and completed its original prime-time run on September 1, 1966. Arriving in American homes at a time when classic horror characters were in vogue with audiences, *The Munsters* celebrated the macabre humor of ghoulish creatures with wisecracking dialogue, outrageous visual gags and fast motion photography. The series revolves around a loving family of misfits who reside in a spooky cobweb-filled house at 1313 Mockingbird Lane in Mockingbird Heights. The head of the family, kindhearted Herman Munster (Fred Gwynne), bears a close resemblance to the Frankenstein monster as originally portrayed by Boris Karloff. His wife Lily (Yvonne DeCarlo) resembles Vampira, TV's creepy-but-sexy hostess of horror. Lily's father, Grandpa (Al Lewis), is actually Count Dracula from Transylvania. Herman and Lily's son, Eddie (Butch Patrick), looks like a junior wolfman. The final member of their household is Herman and Lily's niece, Marilyn (played first by Beverly Owen and then by Pat Priest), who is considered the ugly duckling of the family although she is a beautiful, blonde, all-American teenager.

SANFORD AND SON

Sanford and Son, which aired on NBC from 1972 to 1977, was ranked one of the top three shows for two seasons and remained in the top ten for its entire run. The sitcom revolves around Fred Sanford (Redd Foxx), an elderly widower who runs a junkyard with his devoted but restless son, Lamont (Demond Wilson). The thirty-year difference in their age creates a generation gap between the two and each day is filled with new challenges in understanding each other. When Fred is not arguing with Lamont, he can be found talking about the good old days with Grady (Whitman Mayo), Melvin (Slappy White), Bubba (Don Bexley) and Rollo (Nathaniel Taylor) or promising the future to his girlfriend, Nurse Donna Harris (Lynn Hamilton).

STAR TREK

This futuristic series, which aired from 1966 to 1969, is set in the 23rd century and follows the adventures of the U.S.S. Enterprise. Their mission is to travel across the galaxy to explore new worlds and seek new life forms and civilizations. Commanded by James T. Kirk (William Shatner), accompanied by his first officer and best friend Mr. Spock (Leonard Nimoy), a half-breed Vulcan with a green complexion and pointed ears. The Enterprise encountered confrontations with alien races the Klingons and Romulans, as well as other strange forms of life. Other characters in the series include Dr. Leonard McCoy (DeForest Kelley), a surgeon and diagnostician; Sulu (George Takei), the chief navigator; Uhura (Nichelle Nichols), the communications officer; Scotty (James Doohan), the chief engineer and Nurse Christine Chapel (Majel Barrett). The series aired from 1966 to 1969 on NBC and spawned a billion dollar franchise and a loyal legion of fans, otherwise known as "Trekkies."

THREE'S COMPANY

In need of another roommate, two single girls find their next roommate, Jack, in the tub at their last roommates' going away party. Jack (John Ritter), Janet (Joyce DeWitt) and Chrissy (Suzanne Somers) find themselves living together in an apartment in Santa Monica, California. Jack is a chef who pretends to be a homosexual because the landlord, Mr. Roper (Norman Fell), does not want single men and women living together. Janet works for a florist and Chrissy is a typist. When not creating mayhem around their apartment, Jack, Janet and Chrissy occasionally like to spend time at a local pub, the Regal Beagle, with their friend and neighbor, Larry (Richard Kline). In later years, Mr. Furley (Don Knotts) takes over as their landlord while Jack and Janet go through two more blonde roommates.

WHAT'S HAPPENING NOW!

What's Happening Now! is the syndicated spin-off of the network show *What's Happening???*. As the series began, seven years had past since we saw the cast. Raj (Ernest Thomas), still an aspiring writer, returns to his childhood home with his wife Nadine. Raj meets up with his old friends/now roommates -- Rerun (Fred Berry), a commercial pitchman and Dwayne (Haywood Nelson), who is studying computers. Raj also becomes became half-owner of his teenage hang-out, "Rob's" with Shirley (Shirley Hemphill), the wisecracking waitress from *What's Happening???*

About TV Land

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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 135 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, LOGO, 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 200 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.