



TV LAND LAUNCHES NEW LOGO AND ON-AIR LOOK REFLECTING NEW ORIGINAL PROGRAMMING DIRECTION

New York, NY – June 23, 2015 – TV Land is rebranding and recreating its look with a new logo and a complete overhaul of the network's brand identity to complement a slate of new, original programming. The rebrand debuts on the linear channel today. The new look of the network reflects the three tenets of TV Land's reinvention: quality, cleverness, and truth. This new branding also strives to be more authentic, raw and emotive.

"Our new logo, look and editorial voice are a part of a major overhaul of the TV Land brand itself," said Kim Rosenblum, Executive Vice President of Marketing and Creative for the network. "The majority of our audience in prime time and weekends are now Gen Xers – vibrant, working adults who grew up on MTV and edgier shows. They demand and deserve a brand that is more connected to where they are today. They are layered and complicated, and their idea of escape is to lean in and go deep. We are a new TV Land for this new audience."

Keith Cox, Executive Vice President of Development and Original Programming for TV Land, added, "For the past year, we've been taking more risks as a network, committed to bringing in the content that makes us a destination for unique shows that have a distinct voice, separating us from the TV Land of the past. The new look and logo signal that this change is officially here."

With Darren Star's critically-acclaimed "Younger" – which just wrapped its first season with record growth numbers for the network – TV Land's brand

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Page 2 – TV Land Launches New Logo And On-Air Look Reflecting New Original Programming Direction

reinvention began, moving towards original programming that is more serialized, takes more risks and reflects the life experiences of the Gen X viewer. That evolution continues with the network's new series premiering this summer – “The Jim Gaffigan Show,” starring comedian, actor and *New York Times* best-selling author Jim Gaffigan, and “Impastor,” a dark comedy starring Michael Rosenbaum (“Smallville”) and Sara Rue (“Less Than Perfect”) – and with season two of “Younger,” as well as the launch of “Teachers” from Chicago improv group The Katydids. TV Land also recently announced a script deal with Emmy®-winning producers John Wells and John Riggi for a single-camera period comedy project inspired by the life of Kyle Richards (“The Real Housewives of Beverly Hills.”)

About TV Land

[TV Land](#) is the programming destination featuring the best in entertainment on all platforms for Generation X consumers. Consisting of original programming, acquisitions and a digital portfolio, TV Land is now seen in over 98 million U.S. Homes.

About Viacom

Viacom (NASDAQ: VIAB, VIA) is home to premier global media brands that create compelling television programs, motion pictures, short-form video, apps, games, consumer products, social media and other entertainment content for audiences in more than 160 countries and territories. Viacom's media networks, including [MTV](#), [VH1](#), [CMT](#), [Logo](#), [BET](#), [CENTRIC](#), [Nickelodeon](#), [Nick Jr.](#), [TeenNick](#), [Nicktoons](#), [Nick at Nite](#), [Comedy Central](#), [TV Land](#), [SPIKE](#), [Tf3s](#), [Paramount Channel](#) and [VIVA](#), reach approximately 700 million television subscribers worldwide. [Paramount Pictures](#), America's oldest film studio, is a major global producer and distributor of filmed entertainment.

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Page 3 – TV Land Launches New Logo And On-Air Look Reflecting New Original Programming Direction

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