



TV LAND'S HIT COMEDY "YOUNGER" WRAPS FIRST SEASON, SETTING AUDIENCE RECORDS FOR TV LAND

Comedy From Darren Star Led By Sutton Foster Posts Double and Triple-Digit Ratings Growth Since Series Launch

New York, NY – June 17, 2015 – [TV Land](#)'s critically acclaimed "[Younger](#)" from TV icon Darren Star was a runaway hit with audiences in its freshman season. The series, which stars Sutton Foster as Liza, a 40-year-old woman trying to reinvent her career and love life by posing as 26, marked the largest in-season growth of a TV Land original series ever among the network's target demo of Adults 25-54 (+82%) and Women 25-54 (+135%) from premiere to finale (L+3), and scored triple-digit gains versus the network's prime time average with Women 25-54 (+135%), 18-49 (+162%) and 18-34 (+180%) in Live +3.

Other highlights for "Younger" include:

- There have been 4.6M full episode streams of "Younger" on Hulu (3/5 – 6/14).
- "Younger" has 3.3M VOD orders to date, leading the network's VOD Channel to have its best two months ever. (April 2015 and May 2015)
- Since the launch of "Younger" on VOD in March, the pilot episode is the most ordered title in channel VOD history.
- Triple-digit percentage increases of likes on Facebook and followers on Instagram.
- Overall on the linear channel, "Younger" has been seen by 29M viewers.

"Younger" is executive produced and created for television by Darren Star, the entertainment powerhouse behind "Sex and the City," "Beverly Hills, 90210" and "Melrose Place," who also writes and directs for the series. The show stars two-time Tony® Award winner Sutton Foster ("Bunheads"), Hilary Duff ("Lizzie McGuire"), Debi Mazar ("Entourage"), Miriam Shor ("GCB") and Nico Tortorella ("The Following"). The series was recently renewed for a 12-episode second season, which is slated to premiere in January 2016.

Page 2 – TV Land's Hit Comedy “Younger” Wraps First Season, Setting Audience Records For TV Land

On July 15th, TV Land continues its evolution with the premieres of two smart, contemporary comedies – “The Jim Gaffigan Show,” starring comedian, actor and *New York Times* best-selling author Jim Gaffigan, and “Impastor,” starring Michael Rosenbaum (“Smallville”) and Sara Rue (“Less Than Perfect”). TV Land also recently announced a deal with Warner Horizon Television, John Wells and John Riggi for a dark 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](#), [T□3s](#), [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.

For more information about Viacom and its businesses, visit www.viacom.com. Keep up with Viacom news by following Viacom's blog at blog.viacom.com and Twitter feed at www.twitter.com/Viacom.

###

Contacts:

Jennifer Zaldivar-Clark
646-228-2479
Jennifer.Clark@tvland.com

Heather McHale
347-504-4925
Heather.McHale@tvland.com