TV Land Scores Highest Rated Quarter in Primetime in Five Years

Original Sitcoms "Hot in Cleveland" And "Retired at 35" Post Triple Digit Increases For The Network In Primetime

NEW YORK, March 29, 2011 /PRNewswire via COMTEX/ --

Bolstered by the success of hit original series "Hot in Cleveland" and "Retired at 35" as well as the modern classic acquisition "Everybody Loves Raymond," TV Land scored its highest rated quarter in primetime since First Quarter 2006 among its target audience of Adults 25-54, according to The Nielsen Company. TV Land posted double-digit increases in rating and delivery in prime among its target Adults 25-54 demo as well as Women 25-54, Adults 40-54 and total viewers.

For the quarter in primetime, TV Land posted a 0.4/401,000 among its target demo of Adults 25-54, up +27% in rating and +26% in delivery over YAGO. Among Women 25-54, TV Land scored a 0.4/228,000, with double-digit gains of +34% in rating and +33% in delivery over last year. The network attracted 943,000 total viewers in prime, up +35% over 1Q2010 in prime.

2010's #1 cable sitcom, "Hot in Cleveland" returned for its second season and posted a strong 1.5 rating and delivered 1.6 million A25-54 in prime for 1Q2011, up +400% in rating and +395% in delivery over YAGO primetime levels. The second season averaged 3.1 million total viewers, up +346% over last year. Among W25-54 it scored a 1.9/1.0, up +510% in rating and +498% in delivery over last year. The network's second original sitcom, "Retired at 35" scored a 0.7/751,000 in prime for its first season run, up +140% in rating and +138% in deliveryover last year's timeslot. It attracted over 1.6 million total viewers, up +135% over YAGO. Among W25-54 it scored a 0.9/468,000, up +184% in rating and up +179% in delivery over last year. And "Everybody Loves Raymond" remains a strong performer for the network, posting a 0.4/459,000 in prime, up +47% in rating and +44% in delivery over YAGO. On average, over 1 million viewers tuned in to the comedy, up +46% over last year. Among W25-54, it scored a 0.5/274,000, up +63% in rating and +59% in delivery over 1Q2010.

Please log onto www.tvlandpress.com for up-to-the-minute information, press releases and photos.

About TV Land

TV Landis the programming destination featuring the best in entertainment on all platforms for consumers in their 40s and 50s. Consisting of original programming, classic and contemporary television series acquisitions, hit movies and a full-service Web site, TV Land is now seen in over 98 million U.S. homes.

About MTV Networks

MTV Networks, a division of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of entertainment content, with brands that engage and connect diverse audiences across television, online, mobile, games, virtual worlds and consumer products. The company's portfolio spans more than 150 television channels and 400 digital media properties worldwide, and includes MTV, VH1, CMT, Logo, Nickelodeon, Nick at Nite, Nick Jr., TeenNick, AddictingGames, Shockwave, Neopets, COMEDY CENTRAL, SPIKE, TV Land, Atom, and GameTrailers.

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