

MTV's Iconic 120 Minutes Franchise Set for Re-Invention With Host and Music Personality Matt Pinfield on MTV2 and MTVHive.Com

Legendary Music Show '120 Minutes' Returns to MTV2 as an On-air Monthly Show and as a Weekly Online Show, '120 Seconds,' on the Recently Launched MTV Hive

NEW YORK, March 17, 2011 /PRNewswire via COMTEX/ --

120 Minutes, the prolific MTV music franchise, is set to make its return to [MTV2](#) as an on-air monthly show beginning later this year and as a weekly online show, *120 Seconds*, beginning tomorrow morning, Friday, March 18th on [MTV Hive](#), (www.mtvhive.com/120) the brand new curated pure music play, experience and online destination for passionate music fans. Matt Pinfield, *120 Minutes'* most beloved and respected VJ, returns to host the new on-air and online expressions of the show.

"I've always loved working with MTV and its passionate staff. I am elated and proud to be part of bringing back one of the most influential and longest running music shows in the network's history," stated Matt Pinfield. "Everywhere I go, people from all over the world talk about how much *120 Minutes* shaped their musical tastes and how much they missed it. The show helped expose, and ultimately, break new artists. MTV's historical role in breaking artists of all genres can never be underestimated. I'm looking forward to the exciting present and future of *120 Minutes* and *120 Seconds*!"

"The signature of MTV's *120 Minutes* was the unparalleled passion for and perspective on the latest music and artists that were off the mainstream media's radar," said Amy Doyle, EVP, Music and Talent, MTV. "Being able to bring back that music ethos and Matt Pinfield back as host was essential but we also needed to re-invent the *120 Minutes* franchise through a multi-screen experience that a whole new generation of music fans would appreciate - and we believe we've accomplished that with MTV Hive's *120 Seconds* and MTV2's *120 Minutes*."

About Matt Pinfield

Critically acclaimed music personality and host, Matt Pinfield, started his career working as an on-air talent and Music Director at WRSU-FM, the official radio station of Rutgers University. In a ten year stint that began in 1984 as a radio DJ on WHTG-FM 106.3, the Jersey shore alternative rock radio station, Matt received the *Gavin Award* in 1992 and 1993 for National Commercial Alternative Music Director of the Year. Pinfield then kicked off his television career hosting MTV's *120 Minutes* in 1995, joined the MTV Music and Talent department and hosted a variety of MTV shows and over 100 MTV specials during his time at MTV. In 2001, Matt became Vice President of A & R and Artist Development for Columbia Records, signing and overseeing the making of albums by many gold and platinum acts. In 2005, Matt was asked by The Rolling Stones to host their international radio interview for Premiere networks that featured all four band members interviewed together for the first time in over 35 years. In 2006, Pinfield returned to Television as host of VH1's *VSpot Top 20 Countdown*, HDNet's *Soundoff with Matt Pinfield* as well as co-starring as himself on Nickelodeon's *The Naked Brothers Band*. Beginning in 2008, Pinfield took over as morning drive DJ on New York radio station WRXP 101.9 FM and was honored that same year at the Rock and Roll Hall of Fame in Cleveland where he spoke about his history and accomplishments in the music industry. In addition to his new hosting duties for MTV2's *120 Minutes* and MTV Hive's *120 Seconds*, Pinfield is currently hosting middays at WRXP 101.9 FM in NY.

About MTV:

MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its Emmy®, Grammy® and Peabody® award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. MTV's sibling networks MTV2 and mtvU each deliver unparalleled customized content for young males, music fans and college students, and its online hub [MTV.com](#) is the leading destination for music, news and pop culture. MTV is part of MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), one of the world's leading creators of programming and content across all media platforms. For more information, go to www.mtvpress.com.

About MTV2:

MTV2 is a man's best friend, available in nearly 80 million homes and with the highest concentration of males 12-24 and 12-34 on TV today. A vibrant mix of music, lifestyle and action sports programming, MTV2 has reflected the habits and behavior of young people since its launch in 1996. MTV2 is part of MTV Networks, a unit of Viacom, one of the world's leading creators of programming and content across all media platforms.

About MTV Hive:

MTV Hive, www.mtvhive.com, is MTV's newly launched standalone pure music destination curated for passionate music fans whose deep connection to the music has no boundaries. Hive takes fans onstage, backstage and offstage - and closer to their favorite artists - via exclusive and original editorial, interviews, videos, mp3s, innovative products, live concerts and beyond. Hive, quite simply, is an immersive, deep and boundless celebration of music. MTV Hive is part of MTV Music Group's network of sites including MTV.com, VH1.com and CMT.com.

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