

## Nearly 2 Million Viewers Tune in to TV Land's '8th Annual TV Land Awards'

**--STAR-STUDED EXTRAVAGANZA HIGHEST-RATED AND MOST-WATCHED TV LAND AWARDS SINCE 2004 ACROSS ALL KEY DEMOS**

**--"Everybody Loves Raymond," Mel Brooks, Carl Reiner, "Bosom Buddies," Rock Legend Blondie, "Glee," "Charlie's Angels" And "The Love Boat" Honored At Star-Studded Celebration With Appearances By Billy Crystal, Jay Leno, Paula Abdul, Pamela Anderson, Betty White, Jane Leeves, Wendie Malick, Jane Lynch, Bob Newhart And Ryan O'Neal**

NEW YORK, April 27, 2010 /PRNewswire via COMTEX/ --TV Land scored record-breaking numbers for its eighth annual "TV Land Awards" hosted by Tim Allen, attracting nearly 2 million total viewers for its Sunday, April 25 (9-10:30 p.m. ET/PT) telecast. The star-studded special, held on the historic Stage 15 on the Sony Lot in Culver City, was the highest-rated and most-watched TV Land Awards since 2004 among the network's key demos of: Adults 25-54, Adults 40-54, Women 25-54 and among total viewers. The network also witnessed double-digit ratings gains over last year's "TV Land Awards" across all these demos.

The "8th Annual TV Land Awards" averaged 1.7 million viewers, up +53% over last year's show. Among the network's target Adults 25-54 audience, the telecast earned a 0.7/735,000, up +35% in rating and +38% in delivery versus 2009's show. Among TV Land's core A40-54 demo, the network posted a 1.1/596,000, up +33% in both rating and delivery over last year's show. And among Women 25-54, TV Land earned a 0.7/387,000, up +57% in rating and +56% in delivery over 2009's show.

Celebrities from television, film and music came out for the unforgettable show. Appearances included Billy Crystal, Jay Leno, Paula Abdul, Betty White, Jane Leeves, Wendie Malick, Bob Newhart, Ryan O'Neal and more. Honorees included the cast of "Everybody Loves Raymond" (Impact Award), Mel Brooks and Carl Reiner (Legend Award), the cast of "Bosom Buddies" including Tom Hanks (Anniversary Award), cast members from "Glee" (Future Classic Award), "Charlie's Angels" (Pop Culture Award), "The Love Boat" (Fan Favorite Award) and legendary punk rock band Blondie (Icon Award). Giving a nod to Future Classic Award winner "Glee," the show concluded with a performance by TV Land's very own Glee Club Choir fronted by David Hasselhoff and Marilu Henner performing their own rendition of the song that started the "Glee" pop culture phenomenon, Journey's "Don't Stop Believin'."

Now in its eighth year, the "TV Land Awards" paid tribute to classic and contemporary luminaries of television, music and movies. The ninety-minute telecast featured exhilarating musical performances and reunited some of the most iconic celebrity TV casts.

Michael Levitt ("Kathy Griffin: My Life on the D List," "Billboard Music Awards," "Scream Awards") is executive producer; Emmy® Award-winning Jeff Margolis is director ("Academy Awards," "American Music Awards," "Screen Actors Guild Awards"); Greg Sills serves as supervising producer ("VH1 Rock Honors," "The Teen Choice Awards," "Nickelodeon Kids Choice Awards"); and TV Land's Larry W. Jones and Sal Maniaci are executive producers.

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### **About TV Land PRIME and TV Land**

TV Land PRIME is TV Land's programming destination designed for people in their forties and the exclusive home to the premieres of the network's original programming, contemporary television series acquisitions and movies. TV Land PRIME is part of TV Land, a network dedicated to presenting the best in entertainment on all platforms for Adults 25-54. Consisting of original programming, acquired shows, hit movies and full-service Web site, TV Land is now seen in over 95 million U.S. homes.

### **About MTV Networks**

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