

VH1 Goes Into Overtime With Series Renewal Of Scripted Series "Hit The Floor"

Series Currently Ranks as the #1 New Scripted Series of the Summer on Cable Among Adults 18-49

NEW YORK, July 15, 2013 /PRNewswire/ -- VH1 is giving its dramatic scripted series ["Hit The Floor"](#) a second season. **"Hit The Floor"** is currently the highest rated new summer scripted cable series for Adults 18-49. The series is also the #1 program in cable during its Monday night timeslot among Adults 18-49 (excluding sports and specials), Adults 18-34, Women 18-34 and Women 18-49. The series is averaging 1.22 in the Adult 18-49 demo and has attracted an average of 1.9 million total viewers.

"Hit the Floor" was one of the top ten tweeted programs the week of July 7th in all of TV and remains to be one of the most social scripted cable shows on Monday nights.

"We always knew that "Hit the Floor" was a strong project from the beginning and we are thrilled that so many of our viewers agree with us," said Jill Holmes, VH1's Senior Vice President of West Coast Production and Development. "With creator James LaRosa at the helm, everyone in front of and behind the camera has created a compelling, addictive series with high energy dance numbers, and we can't wait to continue the storyline that's made it the #1 cable show in its time period among adults."

"Hit The Floor" explores the sexy world of professional basketball and the dancers who make the fans (and players) go wild. [The Los Angeles Devils](#) are the number one team in the league. When the arena lights go on all of Hollywood comes out to support the million dollar players. But in this city these men share the fame, adrenalin, money, sex and power with their dancers, the Devil Girls.

At the heart of "Hit The Floor" is [Ahsha \(Taylour Paige\)](#), a sheltered young woman who joins the team against the wishes of her mother Sloane (Kimberly Elise), who knows this treacherous, tempting world all too well having been a Devil Girl herself. Olivia (Charlotte Ross) is the shrewd squad manager, Jelena (Logan Browning) is the ruthless, star captain who won't let anyone else share the spotlight and Pete Davenport (Dean Cain) is the former All-Star who's come back to coach his old team only to have to contend with the girls both stealing the spotlight and distracting his players. All the while, the mystery surrounding the disappearance of missing Devil Girls dancer Mia threatens to blow the roof off the entire L.A. Devils organization.

The cast includes: Dean Cain, Kimberly Elise, Charlotte Ross, Taylour Paige, Logan Browning, Valery Ortiz, Katherine Bailess, Jonathan McDaniel, McKinley Freeman, Rob Riley and Don Stark.

"Hit The Floor" follows on the successful primetime heels of VH1's first hour-long scripted hit "Single Ladies," also executive produced by Maggie Malina's In Cahoots Media along with Queen Latifah's Flavor Unit Productions. "Single Ladies" premiered in May 2011 and will return with season 3 in early 2014.

For additional information on VH1, follow [@VH1 on Twitter](#) and hashtag #HitTheFloor. "Like" [Hit The Floor on Facebook](#), and visit [HitTheFloor.VH1.com](#) for all the latest on the series including bonus footage and exclusive dance rehearsal footage.

"Hit the Floor," was created by James LaRosa who also serves as Executive Producer of the series along with Executive Producer Maggie Malina. Bryan Johnson and The Film Syndicate are also executive producing. VH1 executive Jill Holmes is an Executive Producer on the project. The pilot episode was written by James LaRosa and directed by Sanaa Hamri.

VH1 delivers the ultimate mash-up of music, pop culture and nostalgia for adults who still want to have fun. VH1 is available in 99 million households in the U.S. VH1 also has an array of digital channels and services including VH1 Classic, VH1 Soul, VH1 Mobile and [VH1.com](#) and @VH1, the hub for all things music and pop culture. VH1 is a unit of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms. For more information, go to [www.vh1press.com](#), [VH1.com](#), or the [VH1 Facebook](#) page. Follow us on Twitter @VH1PR.

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