

COMEDY CENTRAL® Keeps It Real With New Series "Nathan For You" Premiering On Thursday, February 28 At 10:30 p.m. ET/PT

Real People. Real Businesses. Results Not Guaranteed Users Can Visit cc.com/Nathan for Episode Previews and Highlights

NEW YORK, Feb. 4, 2013 /PRNewswire/ -- What makes Nathan Fielder one of the most unconventional minds in the world of business? Tune in to [COMEDY CENTRAL's](#) new series "[Nathan For You](#)" to find out. Each week this sweet, smart, but occasionally misguided young man visits real, small businesses and implements humorous, unique marketing campaigns. Eight episodes begin on Thursday, February 28 at 10:30 p.m. ET/PT, following the premiere of "The Ben Show."

In this docu-reality comedy, Nathan Fielder ("Jon Benjamin Has A Van") uses his business degree and life experiences to help struggling companies with strategies that no traditional business consultant would dare to attempt. From getting buzz for a yogurt shop by introducing a controversial flavor, to helping a taxi company reinvent the cab ride, or finding a legal way for a gas station to charge \$1.75 per gallon and still make money, Nathan goes as far as it takes to make his ideas come to life. But because of his unorthodox approach, Nathan's sincere efforts to do good often draw real people into an experience far beyond what they signed up for.

In the first episode, [Nathan sets out to drum up attention for a yogurt shop owner by creating a new flavor that's sure to be talked about](#). He also devises a scheme that allows a pizzeria to guarantee delivery in eight minutes or less. And Nathan field-tests his theory that confidence, not intelligence, is the key to success with an elaborate experiment involving a 7-year-old, a jerk, and a turtle.

Viewers can watch preview clips and an extended look at the premiere episode on the show's website at cc.com/Nathan. And beginning in early February, fans can follow Nathan on Twitter [@nathanfielder](#). In addition, the "Nathan For You" Facebook page will be updated multiple times each week with the latest content from the show.

Hailing from Canada, writer, director and comedian Nathan Fielder is well-known for his online shorts and his weekly segments on the hit CBC comedy series "This Hour Has 22 Minutes." For his work on "This Hour Has 22 Minutes" Nathan received a Canadian Comedy Award, a Writer's Guild Award, and was nominated for a Gemini. Nathan has also written and performed on the COMEDY CENTRAL series "Jon Benjamin Has a Van" and "Important Things with Demetri Martin."

Episodes from "Nathan For You" will be available in SD and HD the day after air on iTunes, Xbox Video, Amazon Instant Video, Sony PlayStation Store, Vudu and Samsung Media Hub.

"Nathan For You" is executive produced by Fielder, Michael Koman ("Important Things with Demetri Martin") and Dave Kneebone ("Jon Benjamin Has A Van"). Jim Sharp and Jack Herrguth are the Executives in Charge of Production for COMEDY CENTRAL.

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