

## Jaci Cohen Named Executive Vice President, Program Strategy and Acquisitions, TV Land

NEW YORK, Jan. 24, 2011 /PRNewswire via COMTEX/ --

Jaclyn Rann Cohen has been promoted to executive vice president, program strategy and acquisitions, it was announced today by Larry W. Jones, president, TV Land. Cohen will continue to be based in New York and report to Jones.

Part of the overall team that created, developed and launched TV Land in 1996, Cohen will continue to be responsible for purchasing off-net series and movies as well as providing strategic direction for the scheduling of all TV Land programming, on-air interstitials and integrated marketing opportunities for the network. Recent acquisitions for TV Land include "Everybody Loves Raymond" and "The Nanny." Cohen's acquisitions strategies have led TV Land to a primetime ratings increase of 29%. Additionally, Cohen negotiates deals for MTV Networks, including the recent acquisition of "The King of Queens" and was pivotal in the launch strategy for TV Land's hit original sitcoms "Hot in Cleveland" and "Retired at 35."

"Jaci's aggressive quest for contemporary acquisitions continues to create a more competitive off-network marketplace," says Jones. "She has awakened many sellers to all of the programming possibilities available on TV Land and MTV Networks."

An 18-year veteran of MTV Networks, Cohen holds the distinction of being TV Land's first-ever full-time employee. She started her career with Nickelodeon as a junior coordinator in the programming department and has held positions of increased responsibility, eventually filling the most senior position in the Department. Prior to her role as executive vice president, Cohen previously was senior vice president, vice president and director of programming for TV Land, playing an instrumental role in the planning of several key initiatives for the network. Prior to that, she was the manager of programming for TV Land and Nick at Nite, where she oversaw the scheduling and implementation of the networks' vast programming library. Earlier, she was a program planner for Nickelodeon and Nick at Nite as well as a coordinator for Nickelodeon media planning. Before joining Nickelodeon, Cohen worked at the Advertising Council.

Cohen received her Bachelor's degree from the University of the Pacific and her M.B.A. from Fordham University. She served two terms as President of the Advertising Club of New York, Young Professionals Division, is a member of several industry organizations, winner of the 2003 Young Alumna Award from the University of the Pacific and has participated as a mentor for the Police Athletic League (PALS) and is currently a mentor at MTV Networks. In addition, Cohen is an active philanthropist, fundraising for the Christopher and Dana Reeve Foundation.

She currently resides in New York City with her husband, Ron, and their two children.

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### About TV Land

TV Land is 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](#), [Harmonix](#), [Nickelodeon](#), [Nick at Nite](#), [Nick Jr.](#), [TeenNick](#), [AddictingGames](#), [Neopets](#), [COMEDY CENTRAL](#), [SPIKE](#), [TV Land](#), [Atom](#), [GameTrailers](#) and [Xfire](#).

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