CMT

EXCLUSIVE FIRST PICS FROM TAYLOR SWIFT'S NEW VIDEO"MINE" NOW AVAILABLE ON CMT.COM

Images Feature Swift In a Wedding Dress And With Children From The Video Shoot

CMT, MTV, VH1 And MTV International Debut Swift's "Mine" In Global Cross-Channel, Cross-Platform Event on Friday, August 27

NASHVILLE – August 20, 2010 – Exclusive first images from Taylor Swift's new video for "Mine" are now available on CMT.com: http://www.cmt.com/pictures/taylor-swifts-mine-video-shoot/1646124/5126190/photo.jhtml. Images depict scenes from the new video with co-star Toby Hemingway and others.

Swift will introduce the video for the very first time before a live audience in an exclusive half-hour LIVE special, CMT PREMIERES TAYLOR SWIFT "MINE," on Friday, August 27 at 8:00-8:30 p.m., ET/PT, as she returns to Maine where the video was filmed. The special includes a behind-the-scenes look as she gives CMT host Katie Cook a tour of the video location and offers personal insight into how this latest video came to life. "Mine" was co-directed by Swift and Roman White.

Also on Friday, August 27, sister networks CMT, MTV, VH1 and MTV International will team up to present the global premiere of the new video, reaching more than 160 countries around the world. CMT.com, MTV.com and VH1.com, along with MTV International sites, will present "Mine" in an exclusive online premiere roadblock beginning at 8:30 p.m. ET. MTV will debut the video on-air during its primetime lineup Friday at 9 p.m. ET/PT, while VH1 is set to air the video as part of its highly-rated weekly series VH1 TOP 20 VIDEO COUNTDOWN on Saturday, August 28 at 9:00 a.m.

The first single from Swift's upcoming album Speak Now, "Mine," was rushed to radio after being leaked across the internet and debuted at #1 on Billboard's Hot Digital Songs Chart and #3 on Billboard's Hot 100. With the Hot 100 distinction, Big Machine Records' Swift joins Mariah Carey as the only female artist in history to debut more than one single in the Top 5 in a calendar year.

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