

ELIOT GOLDBERG JOINS CMT AS SENIOR VICE PRESIDENT, DEVELOPMENT AND PROGRAMMING

LOS ANGELES – August 22, 2011 – Television industry veteran Eliot Goldberg, most recently Senior Vice President of Development and Original Programming for TV Land, has joined CMT on the West Coast as Senior Vice President, Development and Programming, it was announced today by Jayson Dinsmore, EVP Development and Programming, CMT. Goldberg is charged with developing new programming for the network, which is currently expanding its production slate. Goldberg will be based in CMT's Santa Monica office and will report to Dinsmore, effective September 1.

"Eliot's skill at identifying, developing and delivering hit shows is evidenced by his incredible track record," says Dinsmore. "His fingerprints are all over some of the hottest shows on television, including 'Keeping Up With the Kardashians' for Ryan Seacrest Productions and 'Hot In Cleveland' at TV Land. I'm thrilled to welcome Eliot to CMT as we continue to take huge, aggressive strides in our original programming development."

Goldberg joins CMT at a time of unprecedented growth in both original programming hours and ratings. Recently, the network introduced Thursday night premieres with its hits "Texas Women" and "Sweet Home Alabama." The two new shows, created under the leadership of Dinsmore, have also contributed ratings gains in prime, elevating the female skew of network's viewers. They are also pacing as the network's highest-rated, regularly scheduled premiere block among P18-49 in over three years.

Goldberg recently served as senior vice president of development and original programming for TV Land, where he developed and oversaw scripted and non-scripted programming for the network. In his position, Goldberg played a key role in building TV Land's highly-successful original programming slate, helping the network achieve unprecedented ratings success for shows like "Hot in Cleveland," "Retired at 35" and "Happily Divorced." His recent reality series include "High School Reunion," and "Harry Loves Lisa."

Prior to TV Land, Goldberg was executive vice president of programming and development for Ryan Seacrest Productions, where he launched and help build RSP into one of the industry's top production companies. During his tenure at RSP, Goldberg created, developed and executive-produced hit franchises "Keeping Up With The Kardashians," "Khourtney and Khloe Take Miami" and "Denise Richards: It's Complicated." Goldberg also produced "Momma's Boys" for NBC and co-developed the Emmy- winning ABC series, "Jamie Oliver's Food Revolution."

Prior to joining Ryan Seacrest Productions, Goldberg served as vice president of alternative programming for The WB Network. At The WB he developed and oversaw the hit franchise "Beauty and the Geek." Earlier in his career, Goldberg was Vice President of Current Programming for Stone Stanley Entertainment where he oversaw a full slate of network and cable series including "The Mole" for ABC, The WB's "Popstars" and "The Joe Schmo Show" for Spike. Before Stone Stanley, Goldberg held development and programming positions at Disney and VH1, where he was nominated for an Emmy for the groundbreaking series, "Bands On The Run." Goldberg started his career as a producer and launched the long-running syndicated hit, "Access Hollywood."

Visit CMT's press-only Web site, www.cmtpress.com, to view a photo of Eliot Goldberg and to receive more information about CMT programming.

CMT, a unit of Viacom's MTV Networks (NYSE: VIA and VIA.B), is the leading television and digital authority on country music and entertainment, reaching more than 93 million homes in the U.S. CMT and its website, CMT.com, offer an unparalleled mix of music, news, live concerts and series and is the top resource for country music on

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