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CMT GREENLIGHTS “TRINITY 911," A COMEDIC REALITY SERIES STARRING THE POLICE FORCE OF TINY TRINITY, TEXAS

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NEW YORK – April 4, 2012 – CMT will bring the larger-than-life humor of one small-town Texas police force to TV in a new 10-episode reality series TRINITY 911 to be produced by Endemol USA, it was announced today by Jayson Dinsmore, EVP, Programming and Development at the network’s upfront presentation in New York. Each half-hour episode of the workplace reality series will follow the on and off-duty antics of the most colorful police department in Texas.

The officers in tiny Trinity, Texas (population 2,656) may not have the world’s highest crime rate to contend with, but keeping their small town safe from danger is a full-time job for this fun-loving crew. Whether they are tasering each other to pass the time or struggling through a donut-free workout with their new trainer, the Trinity PD is on the job 24/7, 365 days a year. TRINITY 911 is set to debut later this year on CMT, and produced by Endemol USA with Greg Johnston serving as executive producer. Jayson Dinsmore and Eliot Goldberg serve as executive producers for CMT.

The series follows other Texas-based hits for CMT including DALLAS COWBOYS CHEERLEADERS: MAKING THE TEAM which is set to enter production for a seventh season soon and TEXAS WOMEN, returning with its second season on Saturday, April 7 at 9:00 p.m. ET/PT.

CMT, a unit of Viacom Inc. (NASDAQ: VIA, VIAB), is the leading television and digital authority on country music and entertainment, reaching more than 92 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 demand. The network’s digital platforms include the 24-hour music channel, CMT Pure Country, CMT Mobile and CMT VOD.

Endemol USA is a leading producer of television programming specializing in unscripted and scripted genres for network and cable television. David Goldberg is Chairman of Endemol North America. The company produces the hit shows "Big Brother," "Wipeout," "Extreme Makeover: Home Edition," "Jerseylicious" and "Love in the Wild." Endemol Studios, Endemol USA's scripted television production company, launched in 2011 and produces the hit drama series "Hell on Wheels.” Endemol USA is a division of the Endemol Group, a leading international content developer, producer and distributor of television and online programming. The company, headquartered in the Netherlands and the UK, has subsidiaries and joint ventures in 26 countries, including the major European markets, the U.S., South Africa, Argentina, Brazil, Mexico and Australia. Endemol is owned by a consortium consisting of Goldman Sachs Capital Partners, Mediaset Group and Cyrte Group. For more information, please visit http://www.endemolusa.com. Endemol is a privately held company.

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