
CMT NABS ITS FIRST ANIMATED PROJECT FROM 'BLUE COLLAR' COMICS AND A COMEDY REALITY SERIES SET IN SMALL TOWN TRINITY, TEXAS

CMT NABS ITS FIRST ANIMATED PROJECT FROM 'BLUE COLLAR' COMICS AND A COMEDY REALITY SERIES SET IN SMALL TOWN TRINITY, TEXAS

Country Superstars THE BAND PERRY Perform for Advertisers at CMT's Upfront Presentation

NEW YORK – April 4, 2012 – CMT has picked up two new series, including the network's first-ever animated project, it was announced today by Jayson Dinsmore, EVP, Programming and Development, during the network's annual upfront presentation. Executive producers Jeff Foxworthy, Bill Engvall and Larry the Cable Guy will voice characters on the animated series BOUNTY HUNTERS, scheduled to debut on CMT in 2013. In addition, the 10-episode reality series TRINITY 911 will showcase the real-life hilarity among a small town Texas police force, premiering on CMT later this year.

"We're in the midst of a bold, new era here at CMT with more record-setting series than ever before," said Dinsmore. "We just closed our strongest quarter in two years, signed our first animation deal with the Blue Collar Comedy team and announced our newest slate of broad-appeal originals with some of the top producers and talent in the business. It's a great time to be at CMT."

Joining Dinsmore onstage in front of small, invitation-only crowd at New York's Museum of Arts & Design were special guests Kelly Ripa and Mark Consuelos, executive producers of CMT's upcoming series CHEER, along with series star and coach, Patty Ann Romero. Top Viacom brass, including Philippe Daumon and Tom Dooley, were among the crowd; along with Van Toffler, President, Viacom Music and Logo Group and CMT President Brian Philips. The event closed with Republic Nashville superstars The Band Perry performing a three-song set that included their Quadruple-platinum #1 smash single, "If I Die Young."

So far this year, CMT has launched its two highest-rated series in network history, BAYOU BILLIONAIRES and MY BIG REDNECK VACATION. The network's continued success crosses all screens, with original series streaming at an all-time high on CMT.com and triple-digit growth across social media. CMT will launch five shows in April, including a second season of TEXAS WOMEN (Saturday, April 7 at 9:00 p.m. ET/PT), paired with the series premiere of SOUTHERN NIGHTS (Saturday, April 7 at 10:00 p.m. ET/PT). THE SINGING BEE returns Friday, April 20 at 8:00 p.m. ET/PT, along with JENNIE GARTH: A LITTLE BIT COUNTRY (premieres Friday, April 20 at 9:00 p.m. ET/PT) and MELISSA & TYE (premieres Friday, April 20 at 9:30 p.m. ET/PT). The network's biggest show of the year, the annual CMT MUSIC AWARDS, will air live from Nashville on Wednesday, June 6.

SERIES DESCRIPTIONS:

Jeff Foxworthy, Bill Engvall, Larry the Cable Guy and Lisa Lampanelli together serve as the voices for CMT's first animated series, BOUNTY HUNTERS, a hilarious tale about three friends and their two-bit bounty hunting business. BOUNTY HUNTERS is a production of Muse Entertainment and Parallel Entertainment. For more information, visit CMTpress.com.

CMT also takes a look at the on and off-duty antics of the most colorful police department in Texas in the new 10-episode workplace docu-comedy, TRINITY 911. 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. TRINITY 911 is produced by Endemol USA. For more information, visit CMTpress.com.

for this fun-loving crew. TRINITY 911 is produced by Enderbor USA. For more information, visit CMTpress.com.

Produced by Milojo Productions, CHEER goes inside the high stakes, high pressure world of competitive cheerleading with tough-as-nails coach, Patty Ann Romero. Highly-conditioned athletes capable of jaw-dropping stunts and perfectly choreographed dance moves must balance a grueling schedule of conditioning and competitions, along with the pressures of everyday life. For more information, visit CMTpress.com.

ABOUT CMT:

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.

ABOUT THE BAND PERRY:

The Band Perry's "modern throwback" style combines classic Country with an eclectic infusion of Rock, Gospel and Soul. As songwriters and musicians, their sound is rounded out by perfect three-part harmonies. Their Republic Nashville platinum debut album, THE BAND PERRY, features two Gold-certified hits – #1 love ballad, "All Your Life," and cheatin' anthem "You Lie" – as well as their breakout, Quadruple-Platinum, #1 smash, "If I Die Young," which has sold more copies than any other Country artist in the last 18 months. They debuted their latest offering, "Postcard from Paris," during one of the most memorable performances of the 2012 ACM Awards, according to USA TODAY. The Band Perry has won both the 2011 ACM and CMA New Artist of the Year as well as CMA Award for Single of the Year, while Kimberly Perry was honored with CMA Song of the Year, for penning "If I Die Young." In the midst of their own headlining dates, The Band Perry is appearing as special guests on Brad Paisley's "VIRTUAL REALITY WORLD TOUR 2012." For more on The Band Perry, visit thebandperry.com.

www.cmtpress.com

###

PRESS CONTACTS:

Amanda Murphy 615-335-8408 amanda.murphy@cmt.com

Lisa Chader 615-428-7223 lisa.chader@cmt.com