



WE tv Rolls Out National Marketing Campaign to Ring in Season Two Premiere of Popular Wedding Makeover Series, "My Fair Wedding with David Tutera"

Campaign Includes First-Ever Redesign of Perez Hilton Homepage and GGP Mall Tour Sponsored by Kodak with Participating Retailers - Godiva Chocolatier, Pottery Barn, Swarovski and Williams-Sonoma
Season Two Unveils Sunday, September 27 at 10 pm

NEW YORK, Sep 14, 2009 (BUSINESS WIRE) -- WE tv will usher in season two of its original wedding makeover series, "My Fair Wedding with David Tutera," through a wide-reaching, multi-platform national marketing campaign designed for consumers to interact with the show and its engaging host throughout the popular fall wedding season. The campaign features a first-of-its-kind homepage redesign of the widely-read celebrity gossip blog PerezHilton.com to coincide with the season premiere. In addition, WE tv has partnered with General Growth Properties (GGP), the nation's second largest owner, developer and manager of regional shopping centers, on a three-city mall tour which will be sponsored by Kodak and that will feature David Tutera along with prominent retailers Godiva Chocolatier, Pottery Barn, Swarovski and Williams-Sonoma.

Each episode of "My Fair Wedding with David Tutera" features a different bride-to-be who has agreed to allow David to take over her entire wedding just three weeks before the big day. Whether it's a venue change, new gown or entirely new set-up, David uses his celebrity wedding planning expertise to transform each wedding into a unique affair. And, the bride has no idea what his final decisions will be until she sees them on her wedding day - often including her dress! Season two will debut on Sunday, September 27 as part of the network's highly rated "WE tv Wedding Sunday" line-up.

In 2008, the premiere of "My Fair Wedding with David Tutera" was seen by 304,000 W18-49 and 317,000 W25-54, making it one of the network's highest-delivering original series among the key female demos.

Source: Nielsen Media Research, Live+SD. "My Fair Wedding with David Tutera" season 1 (10/26-11/30/08, Su 10p-11p). Subject to qualifications upon request.

"This campaign was designed so that viewers can truly interact with the series in an entertaining and memorable way," said Kenetta Bailey, senior vice president, marketing, WE tv. "We're thrilled to be the first-ever advertiser to creatively redesign the Perez Hilton homepage since it has such a loyal following and is so influential among women interested in celebrities and style. We're also looking forward to hitting the road with our partners at GGP where fans will have personal access to David's great tips and money saving strategies. We're confident that this campaign will excite the series' loyal viewers and create new ones along the way."

A major highlight of the campaign is the first-ever homepage redesign of PerezHilton.com on September 26 and 27. Under the creative direction of WE tv and David Tutera, site visitors will initially see images of a wedding in need of a serious makeover. Then, instantly, the homepage will be transformed into a beautiful, elegant, picture-perfect wedding. A short video will appear onscreen featuring David Tutera explaining to users that they just witnessed a "My Fair Wedding"-style redesign, and a special tune-in message for the season two debut.

Allowing consumers even more opportunities to interact with the series and its host, WE tv has partnered with GGP to host a three-city mall tour where David Tutera will demonstrate to shoppers how they can create various components of a celebrity wedding at affordable prices. Using products from four GGP retailers - Godiva Chocolatier, Pottery Barn/Pottery Barn Kids, Williams-Sonoma and Swarovski - David will focus his demonstrations on centerpieces, favors, table settings, accessories, and will demonstrate how to capture those memorable moments. The events are scheduled for Saturday, September 26 at the Beachwood Place mall in Cleveland, Ohio; Saturday, October 10 at the Natick Collection mall in Boston, Mass.; and on Saturday, November 14 at the Stonebriar Centre mall in Dallas, Texas. The in-mall events are sponsored by Kodak.

At each event, shoppers will receive fabulous gifts, including a chance to be selected at the event for a once-in-a-lifetime shopping experience with David Tutera at the on-site participating retailers.

"We are thrilled to be partnering with WE tv and bringing 'My Fair Wedding with David Tutera,' exclusively to three GGP malls for our consumers," said Melinda Holland, senior vice president of Business Development. "This one-of-a-kind experience is a

dream come true for brides wanting to have celebrity style wedding elements at affordable prices from stellar retailers."

WE tv has also formed a partnership with GSN to promote the series on the network's "GSN Live" daily show, from September 21-25. Each day, viewers who correctly answer wedding-themed trivia questions can win a variety of cash and prizes. On September 25, David Tutera will appear on the live show, via satellite, to give viewers an idea of what they can expect during season two.

In addition to these engaging consumer opportunities, WE tv will promote the original series through a mix of national and local print, on-air and online media placements. Full-page color ads will run in People, Glamour, US Weekly and Star magazines. National spots will air on select broadcast and cable outlets, including NBC and during CBS's Emmy Awards telecast. Local cable spots will run in select cities throughout the top 20 DMAs. WE tv will also promote the series on popular online and social media sites, including Facebook, Yahoo, The Knot, Hulu and Martha Stewart, and will sponsor Glam.com's annual Worst Dressed List following the Emmy Awards.

About GGP

General Growth Properties, Inc. currently has ownership interest in, or management responsibility for, over 200 regional shopping malls in 44 states, as well as ownership in master planned community developments and commercial office buildings. The Company's portfolio totals approximately 200 million square feet of retail space and includes over 24,000 retail stores nationwide. For more information visit: www.ggp.com.

About WE tv

WE tv (<http://www.wetv.com>), a subsidiary of Rainbow Media Holdings LLC, is the premier source for women looking to satisfy their curiosity with fascinating, original stories and entertaining, fresh content that is relevant to key stages of their lives. Available in nearly 74 million homes, WE tv's programming offers viewers compelling perspectives on women's lives ranging from the ordinary to the extraordinary, presented in a non-judgmental voice. The network's originals such as the provocative signature series *Bridezillas*; and critically acclaimed, viewer favorites *The Locator* - the network's most watched series ever, *Secret Lives of Women*, *Amazing Wedding Cakes* and *My Fair Wedding with David Tutera*, allow viewers to observe and become emotionally involved in the real-life stories of everyday women. WE tv is available in HD and WE tv On Demand is available in more than 30 million homes.

WE tv's public affairs initiative, WE Empowers Women, is dedicated to creating programs that foster and celebrate women's strength, confidence and diversity. The network's newest initiative, WE Volunteer (<http://www.wevolunteer.tv>), motivates women to become more involved in their communities by connecting them with local causes that they are passionate about and encouraging them to volunteer. One day of community service can make a difference in someone else's life.

About Rainbow Media Holdings LLC

Rainbow Media Holdings LLC is a subsidiary of Cablevision Systems Corporation (NYSE: CVC). Rainbow Media is a leading producer of targeted, multiplatform content for global distribution, creating and managing some of the world's most compelling and dynamic entertainment brands, including AMC, IFC (The Independent Film Channel), WE tv, Sundance Channel, IFC Entertainment and VOOM HD Networks. Through IFC Entertainment, Rainbow Media also owns and manages the following: IFC Films, a leading U.S. distributor of independent and foreign film with a unique day and date distribution model, "IFC In Theaters," that makes films available to a national audience by releasing them simultaneously in theaters as well as on cable's On Demand platform; IFC Festival Direct features titles acquired from major international film festivals and initially offers them exclusively through On Demand; IFC Productions, a feature film production company; and IFC Center, a state-of-the-art cinema in the heart of NYC's Greenwich Village. Rainbow Media also operates Rainbow Advertising Sales Corporation, an advertising sales company; Rainbow Network Communications, a full service network programming origination and distribution company; and 11 Penn TV, a company that manages Rainbow Media's NYC studios and post-production facilities.

SOURCE: General Growth Properties, Inc.

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