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## **MTV Closes 9 Consecutive Months of Primetime Growth and Ranks as Fastest Growing Top 40 Cable Entertainment Network**

**Momentum is Poised to Continue as Network Renews "Jersey Shore Family Vacation" for a Second Season Ahead of Its April 5<sup>th</sup> Global Premiere**

NEW YORK--(BUSINESS WIRE)-- On the heels of MTV's ninth consecutive month of primetime growth (YoY Mon-Thu 8p-11p) - its best streak since 2000 - the network announced it has renewed "Jersey Shore Family Vacation" for a second season ahead of its global premiere on Thursday, April 5<sup>th</sup> at 8:00 PM ET/PT. This marks the first time MTV will premiere a series day and date across Viacom's international network of MTV channels in nearly 180 countries.

The much buzzed about and highly anticipated series features original housemates Deena Nicole Cortese, Paul "Pauly D" Delvecchio, Jenni "JWOWW" Farley, Vinny Guadagnino, Ronnie Ortiz-Magro, Nicole "Snooki" Polizzi and Mike "The Situation" Sorrentino who reunite in Miami for the vacation of a lifetime.

MTV will kick off the countdown to the global premiere on Thursday, March 15<sup>th</sup> at 8:00 PM ET/PT with four "Road to Vacation" specials looking back at the most iconic "Jersey Shore" moments with all-new cast interviews. Every Thursday leading up to the premiere, viewers will get the inside scoop on the hottest hookups, biggest blowups, craziest couplings and "Snooki-est" moments.

495 Productions Founder & CEO SallyAnn Salsano serves as executive producer for "Jersey Shore." Nina L. Diaz and Jackie French serve as executive producers for MTV.

### **About MTV**

MTV is a global youth culture brand inspired by music. For more information, check out [mtvpress.com](http://mtvpress.com). MTV is a unit of Viacom Inc. (NASDAQ: VIAB, VIA).

### **About 495 Productions**

SallyAnn Salsano is the Founder, CEO, Executive Producer and creative force behind the Daytime and Primetime Emmy nominated 495 Productions team. Boasting the highest-rated shows for both MTV and CMT with "Jersey Shore" and "Party Down South," along with the record-breaking "Martha & Snoop's Potluck Dinner Party" on VH1, 495 Productions has cemented their place in pop-culture history. Some additional shows on 495 Productions versatile roster include: "The Untitled Action Bronson Show" (ViceLand), "Floribama Shore" (MTV), "Winter Break: Hunter Mountain" (MTV), "The Real" daytime talk show (syndicated), "Blue Collar Millionaires" (CNBC), "Invitation Only" (Bravo), "Nashville Star" (NBC), "More To Love" (FOX), "Tattoo Nightmares" (Spike), "Mother/Daughter Experiment: Celebrity Edition" (Lifetime), "Snooki & JWOWW" (MTV), "Disaster Date" (MTV), "Tattoos After Dark" (Oxygen), "Repo Games" (Spike), "Wedding Wars" (VH1), "Taboo USA" (National Geographic Channel), several seasons of HGTV's #1 rated show "Design Star," Oxygen's #1 rated show "Dance Your Ass Off," "A Shot At Love" (MTV), "Tool Academy" (VH1), and many others. In March 2014 it was announced that FremantleMedia North America acquired a majority stake in 495 Productions.

Source: Nielsen, P18-49/LSD unless otherwise noted. Data runs broadcast months June to February. Primetime Mon-Thu, 8p-11p. Top 40 nets ranked on P18-49 000s, excludes news nets. % growth based on P18-49 rtings.

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