



Yahoo! Unveils New Web Shows Featuring Cat Deeley, Rebecca Minkoff, and Michael Yo; Renews Second Season of Successful Women's Slate Programming

Renewals include popular shows "Let's Talk About Love," "Reluctantly Healthy," "Ultimate Surprises," "Chow Ciao!," and "Blue Ribbon Hunter"

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Following a successful first season of original premium Web shows targeted at women, Yahoo! Inc. (Nasdaq:YHOO), the premier digital media company, today launches the second season of its women's slate on Yahoo! Screen (<http://screen.yahoo.com>). The second season includes three new shows: "Style Studio with Rebecca Minkoff" hosted by the famed fashion designer (coming May 2012), "The Yo Show on Yahoo!," featuring entertainment news reporter Michael Yo (launching today), and a new version of "In the Dressing Room with Cat Deeley" hosted by the fashion expert and TV personality (coming spring 2012). Yahoo! has also renewed five shows from the original women's slate including "Let's Talk About Love" with Niecy Nash, "Reluctantly Healthy" with Judy Greer, "Ultimate Surprises" (formerly known as "Ultimate Proposal") with Cameron Mathison, "Chow Ciao!" with Fabio Viviani, and "Blue Ribbon Hunter" with Allison Fishman — all of which originally debuted in October 2011. Morgan Spurlock's "Failure Club," launched in November 2011, will continue documenting its year-long project; "omg! NOW," Yahoo!'s daily entertainment news show will continue as well. Plus, new shows will be added to the slate in the coming months.

"In the Dressing Room with Cat Deeley," "The Yo Show on Yahoo!" and "Style Studio with Rebecca Minkoff" add to Yahoo!'s existing industry-leading video programming, which currently reaches 61 million unique visitors per month (*comScore Video Metrix, February 2012*). In February 2012, Yahoo! had 21 of the top 25 original online video programs*; the top 25 Web shows include all the Yahoo! women's slate shows with "omg! NOW" as the most visited show on the Web (nearly 13 million unique visitors per month*). From October 2011 to February 2012, the women's slate shows have been streamed over 200 million times. All of the shows in Yahoo!'s women's slate were designed specifically for a female audience and cover a variety of lifestyle topics, such as relationships, fashion, healthy living, cooking, entertainment, and more. The entire slate of shows will continue to be promoted throughout the Yahoo! network on omg! from Yahoo! (<http://omg.yahoo.com>), the most visited entertainment news Website, and Yahoo! Shine (<http://shine.yahoo.com>), the leading Website for women's lifestyle content.

"We're proud that we were the first in the industry to launch a slate of programming last Fall. Given its great success, we are launching a second round of production and programming for these shows targeted at women," said Mickie Rosen, senior vice president of Yahoo! Media Network. "This is proof positive that premium Web video shows are the future of digital content, and that Yahoo! continues to lead in the space."

"I'm excited to be part of the Yahoo! family and bring more pop culture and celebrity coverage to the network," said Michael Yo. "The Yo Show on Yahoo! will be a fun mix of pop culture and comedy; two things I am incredibly passionate about."

"I am thrilled to be working with Yahoo! on 'Style Studio' and helping real women develop their personal style and online profile pictures," Rebecca Minkoff said.

"'Let's Talk About Love' gave me the opportunity to help men and women find love and navigate the challenges that come with it," said Niecy Nash. "In the next season we'll be doing more of that and will have some exciting new topics to uncover."

"I'm so excited to have the opportunity to continue making 'Reluctantly Healthy,'" said Judy Greer. "This first season has been such an incredible learning experience and I couldn't be happier working with Yahoo! as we move forward with brand new ideas for living a healthy life on-the-go."

"Working with Yahoo! and FishBowl Worldwide Media on last season's 'Ultimate Proposal' was truly a gratifying experience and one that fans really enjoyed," said Cameron Mathison. "With 'Ultimate Surprises,' we are expanding the series far beyond surprise proposals to include a whole range of amazing surprises for friends and family."

Re-imagined Creative Canvas for Advertisers

Yahoo!'s slate programming model provides advertisers with a unique "share of voice" buying opportunity, where they can align their brands with premium content at scale. With a creative canvas that uses innovative ad solutions, advertisers can reach and engage digital video audiences with streaming ads like Interactive Video Ads or through display ads like Video Ads for the Yahoo! Homepage. This type of programming also offers advertisers the opportunity for product integration in contextually relevant shows.

Using its data and insights, content optimization and personalization technology, Yahoo! is able to identify programming topics that appeal to a key demographic for Web videos: females ages 25 to 45. With its deep expertise in contextualizing video experiences, Yahoo! has developed the perfect opportunity for brands to laser-target their consumers.

About the Slate of Shows and Talent

Three of the shows are in-house original productions from Yahoo! Studios, with other shows developed in partnership with top-tier production companies such as Electus/Principato-Young Entertainment, FishBowl Worldwide Media, Hud:sun Media, Prime Content, The Collective, and Warrior Poets.

"We are thrilled to bring the Yahoo! audience another 26 episodes of both 'Let's Talk About Love' and 'Reluctantly Healthy,'" said Principato-Young Entertainment's vice president of digital Corey Moss. "We have a blast making these shows with Niecy and Judy and they both have some special things in store this season."

"We are excited to be in business with Yahoo! and Rebecca Minkoff in a great new makeover format," said Michael Rourke, CEO of Hud:sun Media. "Rebecca really helps women achieve dramatic transformations and their new online pictures are amazing."

The full Yahoo! Screen original women's programming line-up for spring 2012 includes:

Style Studio with Rebecca Minkoff (Debuts May 2012)

Host: Rebecca Minkoff

Show Description: In this gorgeously photographed fashion series, designer Rebecca Minkoff opens up her style studio to women who are stylistically lost and have the "profile pics" to prove it. Through her innovative three step process, Rebecca will help women discover their own unique sense of style and create the online profile picture that will help them achieve their dreams—a new job, a new relationship, or just making new friends. (*Hud:sun Media*)

In The Dressing Room with Cat Deeley (Debuts Spring 2012)

Host: Cat Deeley

Show Description: "In the Dressing Room with Cat Deeley" returns to Yahoo! in spring 2012. Deeley will again give viewers the opportunity to take a sneak peek into her dressing room as she readies for "So You Think You Can Dance," and also has some exciting surprises for her viewers. (*The Collective*)

The Yo Show on Yahoo! (Debuts April 2, 2012)

Host: Michael Yo

Show Description: "The Yo Show on Yahoo!" is a fresh, daily series with attitude focused on the latest in pop culture and entertainment. Hosted by Michael Yo, a stand-up comedian who is a regular on *Chelsea Lately* and former celebrity correspondent for *E! News*, the show is anchored with "The Week's Hot List" summarizing the week's events in pop culture. The daily format will showcase a variety of unique and playful entertainment features including exclusive celebrity interviews, comedy, and buzz worthy editorial. (*Yahoo! Studios*) <http://omg.yahoo.com/yo-show>

Let's Talk About Love (Season 2)

Host: Niecy Nash

Show Description: Comedienne Niecy Nash (*Reno 911*, *Dancing with the Stars*, *Clean House*) hosts this weekly relationship show, which brings a unique and positive outlook to a different love, sex or relationship topic in each episode. From confronting a group of guys at a barbershop about why men cheat to advising newlyweds on how to fight fairly, the common thread in each episode is real advice, Niecy's trademark energy, and a ton of laughs. In February 2012, "Let's Talk About Love" had nearly 2.7 million unique visitors per month, making it #11 of the top 25 shows on the Web*. (*Electus/ Principato-Young Entertainment*) <http://screen.yahoo.com/women/lets-talk-about-love/>

Reluctantly Healthy (Season 2)

Host: Judy Greer

Show Description: Actress Judy Greer (*The Descendants*, *Arrested Development*) reluctantly -- albeit still enthusiastically -- sets out to become a healthier woman with help of various health and fitness experts such as celebrity trainer Tanja Djelevic and health coach Carey Peters. In February 2012, "Reluctantly Healthy" had over 2.4 million unique visitors per month, making it #12 of the top 25 shows on the Web*. (*Electus/ Principato-Young Entertainment*) <http://screen.yahoo.com/women/reluctantly-healthy/>

Ultimate Surprises (Season 2, previously known as "Ultimate Proposal")

Host: Cameron Mathison

Show Description: "Ultimate Surprises" expands the successful brand franchise, allowing friends and family to spring heartfelt and over-the-top surprises on the people they love. Whether it's fulfilling a wish, celebrating an anniversary, reuniting with lost friends or proposing marriage, life's biggest moments are the ones you share with those closest to you. With the help of a team of experts, these special events are transformed into unforgettable surprises that are so outrageous and personal that you'll be

dying to see the look on everyone's face when it happens. In February 2012, "Ultimate Proposal" had nearly one million unique visitors per month, making it #25 of the top 25 shows on the Web*. (*FishBowl Worldwide Media*)

<http://screen.yahoo.com/women/ultimate-proposal/>

Blue Ribbon Hunter (Season 2)

Host: Allison Fishman

Show Description: From local neighborhoods to the far reaches of America's most popular food festivals, on "Blue Ribbon Hunter" will introduce you to cutting-edge food trendsetters, bizarre eating competitions, award-winning recipes and people you'll remember for a lifetime. From the gooey goodness of the World Cheese Dip Festival, to the drippy fillings of America's best tacos and chocolate covered bugs, you better bring an appetite, a strong stomach and one very large napkin! In February 2012, "Blue Ribbon Hunter" had nearly 1.1 million unique visitors per month, making it #22 of the top 25 shows on the Web*.

(*Prime Content*) <http://screen.yahoo.com/women/blue-ribbon-hunter/>

Chow Ciao! (Season 2)

Host: Fabio Viviani

Show Description: "Chow Ciao!" is a cooking program in which celebrity chef host Fabio Viviani (*Top Chef Season 5*, restaurateur, cookbook author) brings ease and entertainment to Italian cuisine. Fabio presents back-to-basics tips and recipes to create delicious Italian meals. He uses fresh ingredients to prepare easy-to-follow recipes, simple comfort food dishes, and flavorful Italian meals in 15 minutes. From the Emmy Award-winning producer of "Everyday Italian with Giada De Laurentiis," this weekly show gives viewers a chance to recreate professional Italian recipes in their own kitchens. In February 2012, "Chow Ciao!" had over 1.4 million unique visitors per month, making it #19 of the top 25 shows on the Web*. (*Yahoo! Studios*)

<http://screen.yahoo.com/women/chow-ciao/>

The Failure Club (Continuation of Series)

Host: Morgan Spurlock

Show Description: Academy Award Nominated Director Morgan Spurlock (*Super Size Me*, *30 Days POM WONDERFUL PRESENTS THE GREATEST MOVIE EVER SOLD*) has teamed up with Yahoo! Screen to create a new documentary series for Yahoo!'s original video programming. This brand new non-fiction series, "Failure Club," is about embracing the fear of failure in order to change your life. There are too many things we never try simply because we're too afraid to fail. But what would you do if you could move beyond that fear? Meeting each week over the course of a year, seven different people come together to form this unique club where they encourage each other to achieve the things they've only dreamed of. Together each member of the failure club tries to make his/her dream come true. Some will succeed and some will fail, but the journey they take together will change them forever. In February 2012, "The Failure Club" had over 1 million unique visitors per month, making it #24 of the top 25 shows on the Web and the only serialized web reality show in the top 25 set. (*Warrior Poets*)

<http://screen.yahoo.com/lifestyle/failure-club/>

omg! NOW (Continuation of daily show)

Host: Kristen Aldridge

Show Description: "omg! NOW" is one of the most watched video programs online, covering the latest entertainment news and happenings in the 'celebrisphere.' Hosted by Kristen Aldridge, this daily video program on omg! from Yahoo!

(<http://omg.yahoo.com>), the leading entertainment news site, captures the biggest news in entertainment the minute it happens. From the newest movies to the coolest styles, and the latest break-ups, this fast-paced program gives you everything you need to know about Hollywood in less than two minutes flat. In February 2012, "omg! NOW" had nearly 13 million unique visitors per month, making it the #1 most watched show on the Web*. (*Yahoo! Studios*) <http://screen.yahoo.com/women/omg-now/>

About Yahoo!

Yahoo! is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom (pressroom.yahoo.net) or the company's blog, Yodel Anecdotal (yodel.yahoo.com).

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Yahoo! is home to nine No. 1 properties in the U.S. — including the Yahoo! News Network, Yahoo! Sports, omg!, and Yahoo! Finance. (*comScore Media Metrix, U.S., February 2012*)

* Video programming data is attributed to comScore Media Builder Custom Report, US, February 2012, among a set including more than 75 original video programs, as custom-defined by Yahoo!, on the following properties: Yahoo!, AOL, Forbes, Funny or Die, YouTube, Hulu, MSN, IGN, New York Times, TMZ, Smosh.com, PopSugar, People, SheKnows.

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