



Yahoo! Premieres New Original Premium Web Shows Featuring Stars Judy Greer, Morgan Spurlock, Niecy Nash, and Others

Launches Yahoo! Screen — to be most comprehensive premium video content library on the Web

NEW YORK--(BUSINESS WIRE)-- Television networks are not alone in announcing Fall TV line-ups this year. Yahoo! (Nasdaq:YHOO), the premier digital media company, today introduces its first full slate of original, premium, TV-quality web shows in tandem with the beta of its re-vamped video destination, Yahoo! Screen (<http://screen.yahoo.com>).

Yahoo!'s new original shows star top Hollywood talent including Judy Greer (*The Descendants*, *Arrested Development*), Niecy Nash (*Reno 911*, *Dancing with the Stars*), Cameron Mathison (*All My Children*, *Dancing with the Stars*), Morgan Spurlock (*Super-Size Me*, *30 Days*) and others. Seven of the eight shows are live now with new episodes airing Mondays. Morgan Spurlock's show, "Failure Club" will premiere on Yahoo! in November. This slate of shows adds to Yahoo!'s existing industry-leading video programming. In August, Yahoo! had all ten of the top ten most-watched Web shows.

In addition, Yahoo! Screen is being developed to house the most comprehensive collection of premium video content on the Web and upgrades Yahoo! Video, the company's existing video site. Yahoo! Screen adds many of the ingredients that have made Yahoo! No. 1 in nine other online categories*: original programming, the best aggregated content from across the Internet, personalization technologies, and expert editors to curate the experience. Visitors to Yahoo! Screen will also find:

- Yahoo!'s entire line-up of award-winning original shows, including "Primetime in No Time," "The Thread," "The Daily Ticker," and more
- Expanded library of third-party long- and short-form video from sources including: Hulu, CBS, Howcast, Turner Sports, UFC, Revision3, and more than 70 other leading video content creators
- Easy-to-navigate category pages - News, Sports, Finance, TV, Movies, Lifestyle and Comedy — featuring individual show pages and topic pages, all editorially programmed to surface the most popular and interesting videos

"As the premier digital media company, we are at the forefront of online video programming and are continuing to build our leadership position," said Mickie Rosen, senior vice president of Yahoo! Media Network. "This is next generation television, available anytime, anywhere, with something for everyone. What sets Yahoo! apart is that we're placing rich content in a constantly evolving video destination *and* in the context of our leading media properties for consumers and advertisers. We are thrilled to be partnering with the talent from these imaginative shows to develop this unique programming."

"When you're constantly on the go, health and fitness can sometimes take a back seat," said Judy Greer. "'Reluctantly Healthy' gives me the chance to share tips and advice about achieving and maintaining a healthy 'on the go' lifestyle with viewers who may face the same challenges that I do, and I think Yahoo!, with their audience of millions of women, is the perfect place to do it."

"Now that I'm a happily married woman, I am looking forward to helping other women find love and navigate the challenges that come with it," said Niecy Nash. "The topics of my Yahoo! show are going to be real, and the questions will be raw, addressing the things that women want to know most about dating, sex and love."

"It has been an amazing opportunity to work with Yahoo! and FishBowl Worldwide Media to help men create the 'Ultimate Proposal,' while allowing me to tell the incredible love stories of couples all over the country," said Cameron Mathison.

Original Video Programming for Women

Each of the eight new original shows was designed specifically for a female audience and will cover a variety of lifestyle topics, such as healthy living, relationships, entertainment, and more. The new slate of women's shows will also be promoted throughout the Yahoo! network on omg! from Yahoo! (<http://omg.yahoo.com>), the most visited entertainment news website, and Shine from Yahoo! (<http://shine.yahoo.com>), the leading website for women's lifestyle content.

Re-imagined Creative Canvas for Advertisers

The new programming slate is a dramatic expansion of Yahoo!'s current popular original video programming which already reaches more than 26 million people per month. With this slate of content and "share of voice" buying, Yahoo! is changing the

way advertisers can buy this type of programming by providing marketers a huge opportunity to align their brands with world class content across the Yahoo! network. 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 thru display ads like Video Ads for the Yahoo! homepage.

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.

New Slate of Shows and Talent

Two of the shows are in-house productions from Yahoo! Studios, with other shows developed in partnership with top-tier production companies Electus/Principato-Young Entertainment, FishBowl Worldwide Media, Prime Content and Warrior Poets. Yahoo! tapped talent like Greer, an actress best known for comedic roles, to host "Reluctantly Healthy," which takes a lighthearted approach toward exploring how best to stay fit while managing a busy lifestyle. Niecy Nash hosts a weekly relationship show, "Let's Talk About Love," Cameron Mathison hosts "Ultimate Proposal" where a team of experts will help men deliver memorable marriage proposals, and Morgan Spurlock stars in the "The Failure Club," a documentary series about conquering the fear of failure.

Also premiering in the lineup is "Your Friends Will Never Believe You," hosted by Ryan Rottman (90210, Nickelodeon's *Gigantic*) where each week a new celebrity will surprise one of their fans in a unique manner that will literally never be believed. Chef Fabio Viviani (*Top Chef Season Five*, bestselling cookbook author) hosts a cooking show "CHOW CIAO!". "Omg! NOW", hosted by Kristen Aldridge, gives viewers everything they need to know about Hollywood that day. In "Blue Ribbon Hunter" chef host Allison Fishman (cookbook author), takes to the road to visit America's great food festivals to compete for the ultimate prize and find award winning recipes.

The full Yahoo! Screen original programming line-up for Fall 2011 includes:

Reluctantly Healthy

Host: Judy Greer

Show Description: It's easy to live healthy at home, in the comforts of your own kitchen, with your trusty treadmill in the next room. But what about those who are always on the go, working long hours and traveling? Like actress Judy Greer (*The Descendants*, *Arrested Development*). In this funny and informative series, Judy's very own health and fitness dream team — trainer Tanja Djelevic, chef Jared Sokoloff and nutritionist Carey Peters -- teach her and the audience how to live healthy on the go. (*Electus/ Principato-Young Entertainment*)

Let's Talk About Love

Host: Niecy Nash

Show Description: Comedienne Niecy Nash (*Reno 911*, *Dancing with the Stars*, *Clean House*) hosts this weekly relationship show, which uniquely and positively examines a different love, sex or relationship topic in each episode. From tackling "why girls like bad boys" with a collection of her friends at the local spa, to offering love advice on an LA street corner, to confronting the crowd at a barbershop about "why men cheat," the common thread is each episode will offer fantastic advice, Niecy's trademark energy, and a ton of laughs. (*Electus/ Principato-Young Entertainment*)

The Failure Club **Premieres November 2011**

Host: Morgan Spurlock

Show Description: From Morgan Spurlock (*Super Size Me*, *30 Days*, *POM WONDERFUL PRESENTS THE GREATEST MOVIE EVER SOLD*) comes a new documentary series 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 if you could remove that fear from your life? Meeting each week for the course of a year, 7 different people will come together to do whatever is in their power to help each other try to achieve the things they've only dreamed of. From the mother who always wanted to start a restaurant to the banker who always wanted to do stand-up comedy to the young athlete who never got his shot at the pros. Each member of the Failure Club will try and some will fail, but the journey will change them forever. (*Warrior Poets*)

Your Friends Will Never Believe You

Host: Ryan Rottman

Show Description: In this series, Ryan Rottman (Nickelodeon's *Gigantic*), Tanner Beard and their celebrity friends invade America in unbelievable ways. Only they really do happen. There are legendary [stories](#) of Bill Murray randomly interacting with someone — usually taking something from them — and then parting with the words "no one will believe you." This is the 21st century version, where those brief moments of random celebrity interaction, always followed with the line "your friends will never believe you," are captured by hidden cameras. But what's even more fun is watching the target try to convince their friends what just happened. (*Electus/Principato-Young Entertainment*)

Ultimate Proposal

Host: Cameron Mathison

Show Description: Ultimate Proposal is an original program on Yahoo! featuring a team of experts helping men deliver the proposal of a lifetime. We're not talking mundane ring in the Champagne glass theatrics here either. Whether having our groom arrive via parachute, staging an art show, choreographing an intricate dance routine, or having a pop star serenade the bride to be, our team is all about creating a truly amazing event, complete with theatrics, fanfare, heart and, of course the most important element: a "YES" (*FishBowl Worldwide Media*)

omg! NOW

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 program on omg! from Yahoo! (<http://omg.yahoo.com>) captures the biggest news in entertainment the minute it happens. From the newest movies to the coolest styles, to the latest break-ups, this fast-paced program gives you everything you need to know about Hollywood in less than two minutes flat. (*Yahoo! Studios*)

Blue Ribbon Hunter

Host: Allison Fishman

Show Description: Blue Ribbon Hunter is part food show, part travelogue, offering the Yahoo! audience a weekly combination of local flavor and cooking instruction as we travel to one-of-a-kind culinary food festivals across America. You'll watch our host/chef Allison Fishman engage with locals and other chefs, discover unique recipes, and even enter the competitions too. You'll meet "the best of the best" and in an effort to take home the blue ribbon! Whether 'The Hot Wing Festival in Buffalo,' or the 'The Cheese Dip Festival in Little Rock,' or the 'Caesar Salad Competition in Houston,' each week you're promised both a mouth-watering recipe and unique windows into the worlds of the most passionate food-lovers in the country. (*Prime Content*)

CHOW CIAO!

Host: Fabio Viviani

Show Description: CHOW CIAO! is a cooking program where 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. (*Yahoo! Studios*)

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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., June 2011*)

* Source: *comScore Media Builder Custom Report, US, August 2011, among a set including more than 75 original video programs, as custom-defined by Yahoo!, on the following properties: Yahoo!, YouTube, Hulu, MSN, AOL, Forbes, PopSugar, IGN, TMZ, New York Times, Smosh.com, ABC News, Sugar, Funny or Die, She Knows, CraveOnline.*

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