



MTV GREENLIGHTS BRAND NEW REALITY SHOW

'EX ON THE BEACH'

Series will premiere on MTV UK before airing across MTV internationally in 2014

London, 12th December 2013. MTV has commissioned a brand new reality series, ***Ex on the Beach***, which is set to premiere in the UK from spring 2014.

The series is being produced for MTV UK by Whizz Kid Entertainment and has been shot on location in southern Europe. ***Ex on the Beach*** will debut on MTV UK before airing across MTV's international network of more than 60 branded channels, excluding the U.S., later in 2014.

The series involves eight single men and women being invited to enjoy a luxury holiday in the belief they are being set up for a holiday romance. Instead, as MTV cameras follow their every move, certain ex-boyfriends and girlfriends of cast members arrive unexpectedly with no-one knowing 'whose ex will be next'. Each 'ex' will have a different motive for appearing, from winning their partner back to exacting revenge after a break-up.

Kerry Taylor, SVP, Youth and Music for Viacom International Media Networks and SVP, General Manager, MTV UK, said; "MTV's young viewers can't get enough of reality shows that reflect their experiences and aspirations with attitude and humour. We're always on the look-out for the next big idea in the genre and *Ex on the Beach* really grabbed our attention as a brilliant, fun and dramatic format. I know our audience will love it."

Ex on the Beach is commissioned by MTV UK's VP, Production, Steve Regan, and executive produced by Regan and Lisa Chapman and Suzanne Readwin for Whizz Kid Entertainment.

MTV UK has enjoyed strong ratings growth in recent years driven by an increasing number of original UK-produced reality series. The channel has grown its average 16-34 audience by 86% in the last five years and in 2013 is enjoying its highest average audience for 7 years.

About MTV:

MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion households across 170 territories, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. Outside of the United States, MTV is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all media platforms.

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