

UNDER EMBARGO UNTIL 10.30AM, 23 MARCH 2012



MTV UK GREENLIGHTS BRAND NEW REALITY ENTERTAINMENT SERIES 'THE VALLEYS'

LONDON 23 March 2012: MTV UK - part of Viacom International Media Networks (VIMN) UK & Ireland – has announced today that production will start at the end of April 2012 for a brand new non-scripted series entitled 'The Valleys'.

Fresh from the success of 'Geordie Shore' - MTV UK's highest rating programming franchise ever which was filmed in the city of Newcastle, MTV will be heading deep into the South Wales Valleys to find a group of young people from areas such as Tonyrefail and Tonypandy to feature in its next non-scripted series.

Plucked from the tranquility of Valley life, the cast will be given the opportunity to leave their hamlet towns and change their lives in the city of Cardiff. Over a 6 week period, audiences will watch as the youngsters balance new job opportunities in a brand new city. However, despite their new lifestyles, 'home' is never far away as the cast will return to The Valleys throughout the series to visit their families and hometowns – a stark contrast between the lives they've left behind and the new lives they are beginning.

Kerry Taylor, SVP, Director of Television, MTV Networks UK & Ireland says: "Fresh from the success of 'Geordie Shore', the next evolution of MTV's non-scripted programming will shine the spotlight on another UK region – the Welsh Valleys. We are looking for a group of big characters - with even bigger dreams - to be part of the series which we hope will be authentic and entertaining and no doubt controversial. It's an uncertain world out there for our audience and this 'without-apology' series will authentically look at the challenges that young adults have to face to get ahead."

Produced by True North, the series will consist of 6 x 60 minute episodes which will premiere on MTV UK later on in 2012.

The Valleys was commissioned by Kerry Taylor, SVP, Director of Television MTV UK and Steve Regan, Senior Editorial Director, Commissioning & Production MTV UK, and ordered by Vanessa Brookman, VP Programming MTV UK. It will be executive produced by Steve Regan and Fiona O' Sullivan, True North. Fiona was Executive Producer on the first series of 'The Only Way is Essex' and 'Geordie Shore' whilst at Lime Pictures, before moving to True North.

'Geordie Shore' 3 will be broadcast in June 2012 (TBC)

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About Viacom International Media Networks UK & Ireland

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Our ten branded music and entertainment channels comprise of MTV, MTV Music, MTV +1, MTV Rocks, MTV Classic, MTV Hits, MTV Dance, MTV Base, VH1 and VIVA. They feature the best in music alongside popular shows such as Pimp My Ride, The Hills, Jersey Shore, My Super Sweet 16 and Cribs. Comedy Central and Nickelodeon in the UK are part of the VIMN portfolio of channels through joint ventures with BSKYB.

In addition, Viacom International Media Networks is a pioneer in digital media, winning awards for its interactive and online services, as well as being the first media company to offer made-for-mobile 3G video content.

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