

## **OXYGEN MEDIA GREENLIGHTS TORI & DEAN COUPLES MAKEOVER PILOT AND DEVELOPMENT OF TORI & DEAN MADE FOR TELEVISION MOVIE**

### **New Programming Strategy Includes Greenlight of "The Naughty Kitchen With Chef Blythe Beck" and Development of "Keshia and Kaseem" and "Celeb-U-Moms"**

New York, April 15, 2009 – At an upfront presentation held today in New York, Oxygen Media executives unveiled the network's programming initiatives for 2009-2010 anchored by plans to expand the Tori & Dean franchise with a fourth season of their hit series; the piloting of a couples makeover show; and the development of a made-for-television movie. Additionally, the network announced the addition of "The Naughty Kitchen with Chef Blythe Beck" to its schedule later this year, and the development of two new series: "Keshia and Kaseem," starring Keshia Knight Pulliam ("Rudy" from the "The Cosby Show") and her live-in-boyfriend, Kaseem Penn and "Celeb-U-Moms" which follows the personal and professional lives of a group of Hollywood Moms juggling life, love, family and friendship. The announcements were made today by Amy Introcaso-Davis, Oxygen's Senior Vice President, Original Programming and Development.

Introcaso-Davis noted: "All of our programming initiatives and our decision to move forward with another night of originals underscore Oxygen's long term strategy to appeal to a very valuable audience. We delivered that coveted demo this past quarter and are 'living out loud' with new projects featuring boisterous, saucy, charismatic and over-the-top personalities whose distinctive voice has set our network apart from the pack."

Kick-starting the second quarter, the premiere of the much talked-about competition reality series "Pretty Wicked" was a clear standout becoming Oxygen's youngest and most watched series premiere among total viewers, A18-49 and the network's key demo of W18-34. In addition, the network recently announced a fourth season pick-up of "Bad Girls Club," the Bunim/Murray-produced reality skein which became the first Oxygen series to average more than one million viewers per episode. "Bad Girls Club" also ranks as the network's most successful series among its target demo, W18-34 and boasted the youngest season on Oxygen with a median age of 26. Plus, the network greenlit a new season of "Tori & Dean: Home Sweet Hollywood," which returns to the schedule on May 26 at 10PM ET/PT. This popular series explores the world of Tori Spelling and Dean McDermott as they try to balance their burgeoning family life with the pressures of living in Tinseltown.

#### **NEW SERIES AND SPECIALS**

##### **"Dance Your Ass Off"**

**Premieres: This summer**

Oxygen brings dance, diet and divas together with the new dance/weight-loss competition series "Dance Your Ass Off." TONY Award®-winning actress Marissa Jaret

Winokur, well known for her role as plus-sized Tracy Turnblad in the hit Broadway musical "Hairspray," will serve as host. In this unique show, talented, full-figured contestants who struggle with their weight will dance to unleash their inner thin. Each contestant will be paired with a professional dance partner who will train them for their weekly stage performances – ranging from Hip Hop, to Ballroom and even Pole Dancing! Then they'll shake and rattle their rolls in front of a live studio audience and a panel of expert judges: choreographer Danny Teeson, dancer/choreographer Mayte Garcia, and dancer/actress Lisa Ann Walter. "Dance Your Ass Off" is scheduled to premiere on Oxygen this summer. Executive Produced by SallyAnn Salsano of 495 Productions and Lisa Ann Walter and Kate Rigg.

### **"Addicted to Beauty"**

**Premieres: Later this year**

Oxygen pulls back the curtain on the tantalizing world of medi-spas with a new office docu-comedy, "Addicted to Beauty." As seen through the eyes of the larger than life staff at one of the country's hottest beauty enhancement facilities in California, the eight one-hour episodes examine the young, highly dysfunctional team who provide Restylane® injections and hits of Botox® to the rich and pampered - and sample the goods themselves during their coffee breaks. Executive Produced by Mike Duffy, Greg Goldman, and Chris Coelen of RDF USA ("Secret Millionaire," "Wife Swap") as well as Mechelle Collins and Kevin Dill of Intuitive Entertainment ("The Millionaire Matchmaker," "Sunset Tan").

### **"The Naughty Kitchen with Chef Blythe Beck"**

**Premieres: Later this year**

Take one fiery young chef on a quest for total world culinary domination, mix her with distinctive and sexy American cuisine, add a cutting edge Dallas restaurant with a loud cast of characters...and you've got the recipe for "The Naughty Kitchen with Chef Blythe Beck." Blythe, a 29-year old Texas native, who is plus-sized in stature and personality, is the naughty head chef at Central 214 – a top-rated Dallas restaurant. Oxygen will follow Beck's life running the kitchen and the colorful crew at Central 214, as they interact with the elite of Dallas and the local private university students in and out of the restaurant. From Authentic Entertainment ("Flipping Out," "Ace of Cakes"), "The Naughty Kitchen with Blythe Beck" is executive produced by Lauren Lexton, Tom Rogan, Brandy Menefee, Brad Hall and Code Entertainment.

## **IN DEVELOPMENT**

### **"Keshia and Kaseem" (WT)**

Former Cosby kid Keshia Knight Pulliam ("Rudy") and her entrepreneur boyfriend and business partner, Kaseem Penn, learn first-hand how the trivial turns epic when newly cohabitating. Together for almost two years, Keshia has recently forsaken her Atlanta home, spending most of her time at Kaseem's place in the exclusive Cascades community of Atlanta. Between Keshia's exploding television and movie career, and Kaseem's many business endeavors, the relationship questions loom... Is it possible to have a successful union without the ceremony? This docu-series follows the ups and downs of being young, rich, single... AND living together. Executive produced

by Tracey E. Edmonds of Edmonds Entertainment ("College Hill," "Soul Food"); Keshia Knight Pulliam and Kaseem Penn of Pullpen Productions.

### **Celeb-U-Moms**

Celeb-U-Moms is a docu-series that follows the action-packed, personal and professional lives of a group of Hollywood moms juggling life, love, family and friendship along with their glamorous careers. These women live the polished life of designer dresses and beautiful people, hitting the hottest premieres with access to the hippest clubs and coolest people - but when they get home, they've got diapers to change and screaming toddlers to soothe. Oxygen will see how quickly a celebrity mom goes from glitz and glamour to ragged and regular. Executive produced by Randy Barbato, Fenton Bailey and Tom Campbell of World of Wonder ("Tori & Dean: Home Sweet Hollywood," "Million Dollar Listing").

### **"Mr. & Mrs. Makeover" (WT)**

In this pilot for series, developed by and starring Tori Spelling and her husband Dean McDermott, couples will experience the ultimate in makeover magic: both in how they live and how they look. Part marriage counseling, part makeover, each couple will spend time with Tori and Dean who uncover what makes each partner tick; what works and what doesn't work about their relationship; and create a forum for opening the door to a stronger and more honest partnership. Tori and Dean use physical change both personally and in their surroundings to create a foundation to jumpstart their relationships. Executive produced by Randy Barbato, Fenton Bailey of World of Wonder ("Tori & Dean: Home Sweet Hollywood," "Million Dollar Listing"), Tori Spelling & Dean McDermott.

### **Tori and Dean Telepic (WT)**

Oxygen is in the early development stages of developing an original made for television movie. The romantic comedy will both star and be executive produced by Tori Spelling and Dean McDermott.

### **ABOUT OXYGEN MEDIA**

Oxygen Media is a multiplatform lifestyle brand that delivers relevant and entertaining content to young women, wherever they are. Oxygen is rewriting the rulebook for women's media, with a vast array of unconventional and original content including "Bad Girls Club," "Pretty Wicked" and "Tori & Dean: Home Sweet Hollywood." Popular features online include makeOvermatic, tweetOverse and hormoneOscope. Available in 74 million homes, online at [www.oxygen.com](http://www.oxygen.com), or on mobile devices at [wap.oxygen.com](http://wap.oxygen.com), Oxygen Media is a service of NBC Universal.

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