

## **It's a Bash Fit for The King as TV Land Celebrates Elvis Presley's Birthday on January 8**

NEW YORK, Jan 05, 2009 /PRNewswire via COMTEX News Network/ -- Network Showcases Programming About The King of Rock 'n' Roll TV Land commemorates the 74th birthday of The King of Rock 'n' Roll - Elvis Presley - with "The King's Birthday Bash" on Thursday, January 8, 2009 from 9pm - 12am (ET/PT), Presley's actual birthday. The evening of Elvis-centric programming kicks off with the TV Land PRIME original series, "Myths and Legends: Elvis," followed by the documentary "Elvis by the Presleys" and concludes with an encore presentation of "Myths and Legends: Elvis."

"Elvis Presley was one of the greatest entertainers of the 20th century and he is a legend to the generation of people now in their 40s and 50s," states Larry W. Jones, President, TV Land. "His impact is unparalleled in the entertainment sphere and TV Land is proud to air this tribute on his birthday to honor his legacy."

The schedule for King's Birthday Bash is as follows (all times ET/PT):

"Myths and Legends: Elvis"

Thursday, January 8, 9PM

This 30-minute special takes an in-depth look at some of the most popularly held mysteries about the King of Rock 'n' Roll and dissects them to separate fact from fiction. Are Oprah Winfrey and Elvis really related? Are the stories about Elvis approaching President Nixon in the hopes of becoming a federal drug agent true? The truths behind these mysteries will be uncovered in this special.

"Elvis by the Presleys"

Thursday, January 8, 9:30PM

This is the first documentary produced by Elvis Presley's own estate, which takes an intimate look at the life and times of the icon as told by his family and friends. The 2005 special features never-before-seen TV performances, photos from the Presley Estate and private home movies.

"Myths and Legends: Elvis"

Thursday, January 8, 11:30PM

Encore presentation

About TV Land PRIME and TV Land

TV Land PRIME is TV Land's prime time programming destination designed for people in their mid-forties and the exclusive home to the premieres of the network's original programming, contemporary television series acquisitions and movies. TV Land PRIME is part of TV Land, a network dedicated to presenting the best in entertainment on all platforms for consumers in their 40s and 50s. Consisting of original programming, acquired shows, hit movies and full-service Web site, TV Land is now seen in over 93 million U.S. homes.

About MTV Networks

MTV Networks, a division of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of entertainment content, with brands that engage and connect diverse audiences across television, online, mobile, games, virtual worlds and consumer products. The company's portfolio spans more than 150 television channels and 350 digital media properties worldwide, and includes MTV, VH1, CMT, Logo, Harmonix, Nickelodeon, Nick at Nite, Noggin, The N, AddictingGames, Neopets, COMEDY CENTRAL, Spike TV, TV Land, Atom, GameTrailers and Xfire.

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