

COMEDY CENTRAL® to Rip More Than Flannel Sleeves - Network to Roast Larry the Cable Guy

"COMEDY CENTRAL Roast Of Larry The Cable Guy" To Tape In LA On March 1, 2009

NEW YORK, Jan. 7 -- COMEDY CENTRAL is stocking up on the ammo and bringing out its big guns when it roasts comedian Larry the Cable Guy. The hits will be dirty, fast and hard. Larry will be making the night unforgettable during this star-studded evening, which will tape in Los Angeles on March 1, 2009. The "COMEDY CENTRAL Roast of Larry The Cable Guy" will air on Sunday, March 15 at 10:00 p.m. "It is an honor that COMEDY CENTRAL has chosen me to be roasted. Only a handful of folks have been dumb enough to accept. And believe me, I'm pretty dumb! I'm looking forward to this about as much as I am to a prostate check with a doctor with a hook arm," said Larry the Cable Guy.

"Larry is an incredible sport who knows how to laugh at himself -- which will come in handy when he is being pummeled by our illustrious roasters. This is taking roasting to the next level," said Elizabeth Porter, SVP, specials and talent, COMEDY CENTRAL.

Larry the Cable Guy is a comedy icon. He is a platinum-selling recording artist, movie star, television star, best-selling author and one of the most successful comics today. Larry is a two-time Grammy nominee and has received numerous awards such as Billboard's 2005 Comedy Artist Of The Year and Comedy Album Of The Year as well as Billboard's Top Comedy Tour Award (2006).

The "COMEDY CENTRAL Roast Of Larry Of The Cable Guy" will be executive produced by Joel Gallen from Tenth Planet Productions, who also executive produced and directed the "COMEDY CENTRAL Roast Of Bob Saget," "COMEDY CENTRAL of Flavor-Flav," the Emmy-Nominated "COMEDY CENTRAL Roast Of William Shatner" and the "COMEDY CENTRAL Roast Of Pamela Anderson." Parallel Entertainment's J.P. Williams and Larry the Cable Guy are also executive producers. Elizabeth Porter is the executive in charge for the network.

About COMEDY CENTRAL

COMEDY CENTRAL, the only all-comedy network, currently is seen in more than 95 million homes nationwide. COMEDY CENTRAL is owned by Comedy Partners, a wholly-owned division of Viacom Inc.'s (NYSE: VIA and VIA.B) MTV Networks. COMEDY CENTRAL is a registered trademark of Comedy Partners. COMEDY CENTRAL's Internet address is www.comedycentral.com. For up-to-the-minute and archival press information and photographs, visit "Press Central," COMEDY CENTRAL's press-only web site, at www.comedycentral.com/press.

About Parallel Entertainment

Beverly Hills-based Parallel Entertainment, which was profiled by New Yorker Magazine in 2006, and featured in a 2006 "60 Minutes" profile, produces all Blue Collar Comedy projects, as well as develops, finances and produces a wide range of entertainment projects, including feature films, specials for network and cable, DVD premiere films, as well as television specials and series, such as the hit TBS sitcom "The Bill Engvall Show," HBO special "Lisa Lampanelli, Long Live The Queen", "Larry the Cable Guy's Christmas Extravaganza" for CMT, and "Blue Collar Comedy: The Next Generation," for TBS. Parallel has also financed and produced the motion pictures WITLESS PROTECTION, starring Larry the Cable Guy, Jenny McCarthy, Ivana Milicevic, Yaphet Kotto, Peter Stormare, Joe Mantegna and Eric Roberts released by Lionsgate in 2008; DELTA FARCE, starring Larry the Cable Guy, Bill Engvall, and D J Qualls; and LARRY THE CABLE GUY: HEALTH INSPECTOR, starring Larry, also both distributed by Lionsgate.

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