

MTV (Is On) Spring Break 2009

(with Lil Wayne, The All-American Rejects, Flo Rida, Asher Roth, Jim Jones, 3OH!3 & more!)

NEW YORK, March 2 -- Here in the MTV press department, we're already hanging with our friends at mtvU on Spring Break (OK, maybe only in our heads for now!). But, we are getting ready to hang at the ultimate party down in Panama City Beach and we're thinking -- who wants to wade through a full-on press release? So this year, as we're getting ready to head to the beach, we're bringing you the "Cliff's Notes" version of "MTV Spring Break 2009." No worries -- we're still giving you everything you need to know about this year's hottest events and programming. And, trust us -- it's going to be one of the BIGGEST Spring Breaks ever, packed with kick-ass musical performances across all of our channels by some of the hottest artists, and even a chance to win \$20,000 toward college tuition for winning the USA Rock Paper Scissors College ChAMPionship!

MTV Spring Break '09

- Panama City Beach, AGAIN!! (Ultimate. Party.)
 - MORE performances than EVER (can't find 'em anywhere else):
 - LIL WAYNE -- Rock. Yes, more ROCK.
 - THE ALL-AMERICAN REJECTS -- Gives you one hell of a session.
 - FLO RIDA -- Right back round in PCB for a second year in a row.
 - ASHER ROTH -- We love college too. That crowd surfing incident at the '08 mtvU Woodie Awards seems like yesterday. And, new album!
 - JIM JONES -- Keep it from raining, weatherman. Mix it up with Asher a bit too.
 - 3OH!3 -- Do trust us... it will be a party!
- Cross channel, hello: MTV, mtvU, MTV2, MTV Tr3s, MTV Hits, MTV Jams, and MTV.com. That's right, we'll all be down there. And we're all bringing you exclusive Spring Break performances.

PROGRAMMING NOTES: MONDAY MARCH 23rd - SUNDAY APRIL 5th

- Spring Break FNMTV Special -- Want to have an FN good time? And hear some FN good music? Hour-long Spring Break survival guide packed with music performances and interviews you won't see anywhere else, along with some party-aid advice from the stars (who know how to have a good time) as they tour PCB. From the pool, host Tyson Ritter (The All-America Rejects!) hangs with all the Spring Break artists, cranks out beach performances, and crowns the King and Queen of Spring Break. Watch it: MTV: premieres Friday March 27th at 8pm.
- Wasted Memories -- New reality-based game show follows groups of guys and girls living it up at Spring Break. But, how much of their Spring Break will they remember? Will their trip be a bunch of "wasted memories"? Watch it: MTV: Saturday March 28th at 2pm and 2:30pm.
- USA Rock Paper Scissors College ChAMPionship (Get ready to throw down!) -- \$20,000 toward college tuition from AMP Energy for the top co-ed. (Thank you USA Rock Paper Scissors League). Watch it: mtvU: on Tuesday March 24th and Tuesday March 31st at 11am.
- MtvU -- music. Oh yeah, and some more music. 16 performances on-air, 8 Spring Break artists, more exclusive performances on mtvU.com. Watch it: week 1 performances premiere Monday March 23rd, week 2 performances Monday March 30th.
- Sucker Free (at PCB) -- Dirty and hip-hop artists host. Hip-hop videos and live performances (Flo Rida, Asher Roth, Jim Jones, and more.) Watch it: MTV2: 4pm - 5pm, 8pm - 9pm, Monday March 23rd through Thursday March 26th; 12pm on Sunday March 29th. MTV Jams: 1pm, 9pm, 5am, Tuesday March 24th through Monday March 30th.
- Rock the Deuce -- Co-hosted by Dirty and rockin' celebs. Packed with music videos and live performances. Lil Wayne, The All-American Rejects, 3OH!3 and more. Watch it: MTV2: 9am - 10am, 4am - 5am, Monday March 23rd through Thursday March 26th; 1am on Sunday March 29th.
- Artists Hitlist -- Hottest MTV videos selected by artists + live Spring Break performances. Watch it: On MTV Hits, all day long and all

week long!

Awesome MTV Spring Break '09 sponsors: AMP Energy, Tampax Pearl, Hooters, KGB, Paramount Pictures, and Warner Brothers Pictures.

Cocktails are calling our names, so we're heading back to the bar now (OK, we're going back to work). Check out more MTV Spring Break '09 at www.springbreak.mtvu.com!!

About MTV

MTV is the dynamic, vibrant experiment at the intersection of music, creativity and youth culture. For over 26 years, MTV has evolved, challenged the norm, and detonated boundaries -- giving each new generation a creative outlet and voice that entertains, informs and unites on every platform and screen. On-air, MTV has been the number one rated 24 hour ad-supported cable network P12-24 for 16 straight years. Online, MTV.com scored double-digit growth in 2007 and MTV launched 15 dynamic online communities and eight new virtual worlds. On the go, MTV Mobile is the #1 music brand in the wireless space -- delivering 90% more streams than in 2006. And MTV's successful sibling networks MTV2, mtvU and MTV Tr3s each deliver unprecedented customized content, super-serving music fans, college students and young American Latinos like no one else. MTV is part of MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), one of the world's leading creators of programming and content across all media platforms. Wanna know more? Come on in... <http://www.mtvpress.com>.

About mtvU

Broadcast to more than 750 college campuses and via top cable distributors in 700 college communities nationwide, mtvU reaches upwards of 9 million U.S. college students -- making it the largest, most comprehensive television network just for college students. Twenty-four hours a day, seven days a week, mtvU can be seen in the dining areas, fitness centers, student lounges and dorm rooms of campuses throughout the United States, as well as on cable systems from Charter Communications, Verizon FiOS TV, Suddenlink Communications, AT&T u-Verse and nearly 70 others. mtvU is dedicated to every aspect of college life, reaching students everywhere they are: on-air, online and on campus. mtvU programs music videos from emerging artists that can't be seen anywhere else, news, student life features and initiatives that give college students the tools to advance positive social change. mtvU is always on campus, with more than 250 events per year, including exclusive concerts, giveaways, shooting mtvU series and more. For more information about mtvU, and a complete programming schedule, visit www.mtvU.com.

mtvU also owns and operates the College Media Network, the largest interactive network of online college newspapers in the United States, and RateMyProfessors.com, the Internet's largest listing of collegiate professor ratings. The College Media Network comprises nearly 600 campus publications that serve institutions including Brown University, the University of Illinois, the University of Southern California, the University of Texas at Austin and Duke University, with a combined enrollment of over 5.5 million students, reaching an average of 5 million unique users each month. RateMyProfessors.com reaches approximately 2.9 million college students each month, via the site's more than 6.6 million student-generated ratings of over 1,000,000 college professors.

SOURCE MTV

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