

Acclaimed Singer, Songwriter, Actor and Hollywood 'Bad Boy,' Ray J Teams Up With VH1 to Find a True Leading Lady

"For the Love of Ray J" Premieres on VH1 on Monday, February 2 at 10:30 PM*

All Following New Episodes Will Air at 10:00 PM

VH1.com to Sneak Peek the First Episode Beginning Tuesday, January 27

SANTA MONICA, Calif., Jan. 29 -- Ray J's success in the entertainment business has brought him fame, fortune, and a never-ending supply of gorgeous girls. After years of hookups and rocky relationships he's ready to break away from the gold-diggers and groupies and find a unique lady capable of restoring his faith in women. VH1 is teaming up with Ray J in hopes of finding him a true "ride or die chick" among a group of 14 beautiful women from across the country. "For the Love of Ray J" premieres on VH1 on Monday, February 2 at 10:30 PM*

"For the Love of Ray J" will catch every exciting moment as Ray J follows in the footsteps of his boys Flavor Flav and Bret Michaels. Fourteen lovely ladies will move into Ray J's bachelor mansion and go through a series of challenges, dates, and heart-breaking eliminations until he finds the one woman he's been waiting for. Not only will the ladies have to prove their love for Ray J, but they must also show him they can keep up with his fast-paced lifestyle.

"For the Love of Ray J" follows Ray J and his entourage of female suitors to the hottest hangouts in Los Angeles, to Sin City where they'll party with his famous friends, and to Ray's childhood home where they'll meet his family and big sister Brandy. Ray J will pour his heart out to these women in hopes that he can figure out who is really there for him. Each week the ladies will attempt to win over Ray J as he carries on with his life in the spotlight.

In the end, the girls who can't keep up with Ray J's jet-setting ways will be sent packing. But the one who can impress his friends and family and make Ray J believe that love exists, will win the ultimate prize -- the love of Ray J. Catch "For the Love of Ray J" on VH1, premiering Monday, February 2 at 10:30 PM*.

Additionally, VH1.com will launch a sneak peek of the first episode beginning Tuesday, January 27. Subsequent episodes will be available on VH1.com following their on-air premiere. VH1 Mobile will also offer select "For the Love of Ray J" video throughout the season. For additional information on "For the Love of Ray J," please log onto VH1.com.

VH1's "For the Love of Ray J" is created and executive produced by Mark Cronin and Cris Abrego for 51 Minds Entertainment, LLC. an Endemol Company, who also produce the record-breaking series "Rock of Love," "Flavor of Love," "Charm School," "I Love New York," "The Surreal Life" and "My Fair Brady." The production teams' programming launched VH1 into their highest ratings ever. Ben Samek also executive produces for the series and the company.

Jeff Olde, Jill Holmes and Kristen Kelly are executive producers for VH1.

For more information on "For the Love of Ray J," please log onto <http://www.VH1.com>.

VH1 connects viewers to the music, artists and pop culture that matter to them most with TV series, specials, live events, exclusive online content and public affairs initiatives. VH1 is available in 95 million households in the U.S. VH1 also has an array of digital channels and services including VH1Classic, VH1 Soul, VH1 Mobile, VH1Games and extensive broadband video on VH1.com. Connect with VH1 at VH1.com.

* All times ET/PT

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