

'DEA' Hits the Streets of New Jersey for Second Season

Nine New One-Hour Episodes, Produced By Al Roker Entertainment, Inc. In Association With Size 12 Productions

Premiere Starting Tuesday, February 10 At 10:00 PM, ET/PT

NEW YORK, Jan. 26 -- Spike TV returns to the streets of the billion dollar illegal narcotics trade, this time in New Jersey, to offer viewers a glimpse into the inner workings of the Drug Enforcement Administration (DEA). Produced by Al Roker Entertainment, Inc. in association with Size 12 Productions, season two of "DEA" premieres on Spike starting Tuesday, February 10 (10:00 - 11:00 PM, ET/PT).

(Logo: <http://www.newscom.com/cgi-bin/prnh/20060322/NYW096LOGO>)

"This season of 'DEA' was shot in our own back yard and is packed with action," said executive producer Al Roker. "We show viewers a side of drug enforcement and the life of DEA Special Agents that they won't see anywhere else but on Spike. Don't miss Tuesdays at 10 PM."

This season, Spike was given exclusive access to follow a group of DEA Special Agents and Task Force Officers in DEA's northern New Jersey headquarters, based in Newark, as they risk their lives daily in the ongoing battle against illegal drugs.

After 9/11, many illegal drug dealers left New York City and set up shop across the river in New Jersey. With an influx of deadly criminals now using cutting edge weaponry, "DEA" underscores the danger DEA Special Agents experience on a daily basis in order to do their jobs. The series follows DEA Special Agents as they work cases ranging from street level dealers up to cracking international drug syndicates.

Viewers will witness first-hand what it is like for DEA Special Agents to go out on undercover missions. Spike is there when DEA Special Agents bust down doors and execute drug raids that put their lives directly in the line of fire. "DEA" also takes a look at the complex relationship that agents have with informants, revealing the strange kinship they share with these criminals who see themselves not as arch enemies, but rather as opponents in the "game" of the illegal drug trade.

"If you liked the first season of 'DEA,' you'll love the second," said special agent in charge, Mary Irene Cooper, DEA's Chief of Congressional and Public Affairs. "Season II delivers more episodes, more action, more dope and more money than viewers have ever seen before. You'll have a front row seat to DEA's hard-charging, relentless special agents risking their lives for the mission. They'll captivate you with their gritty determination and leave you wanting more."

Spike.com will offer users a preview of the premiere episode of "DEA" in early February and throughout the season, full episodes will be available at DEA.Spike.com directly after their on-air debut, along with a sneak peek of the action in next week's episode. The site will also feature a video glossary of DEA terminology and procedures that will be illustrated by show clips featuring the DEA Special Agents themselves, creating a one-stop shop for insight into the DEA. Users will also be able to send embeddable clips to their friends and check out video clips of DEA on their mobile phones.

"DEA" averaged 1.3 million viewers for its premiere season (April-May, 2008) and gave the network a 132% increase in viewership in its timeslot. "DEA" ranked #4 in all of cable in its timeslot among Men 18-34 and 18-49.

"DEA" is produced for Spike by Al Roker Entertainment, Inc. and Size 12 Productions. Executive producers for the series are Al Roker for Al Roker Entertainment and C. Russell Muth and Hank Capshaw for Size 12 Productions. Sharon Levy and Tim Duffy are Spike's executives in charge of production.

About Al Roker Entertainment, Inc.:

Formed in 1994, Al Roker Entertainment, Inc. (ARE) is a thriving multimedia company based in NYC involved in the development and production of network, cable, home video and public television projects. Al Roker is CEO. ARE produces programming for a diverse clientele. Recent productions include "DEA" Season 1 (Spike TV), "My Life in Food" (Food Network), "Al Roker Reporting" (MSNBC), "Profiles in Courage: A Kennedy Legacy" (NBC Station Group), "An Honor Deferred" (History Channel), "2007 Reader's Digest National Word Power Challenge" (NBC), "Inside Macy's Thanksgiving Day Parade" (NBC), "Recipe for Success" (Food Network), "Renovate My Place" (TV One), "Roker on the Road" (Food Network), "Heavyweights" (Food Network), "The 2007 Quill Book Awards" (NBC), "Diabetes: The Quiet Killer" (NBC), "Brain Attack: A Stroke Survival Guide" (NBC), "Uncovered: The Hidden Lives of Miss USA" (E! Entertainment Network), "Meth, Murder & Madness" (Court TV), "Sheila Bridges Designer Living" (Fine Living), "Tribeca Film Festival: Live From The Red Carpet" (NBC), "Whoopi Goldberg" (A&E Biography Series), "Going Places" (PBS), "Intimate Portrait: Judge Judy" (Lifetime), "I Lost It -

Primetime Special" (Discovery Health). For more information, visit www.alrokerentertainment.com.

About Size 12 Productions:

Size 12 is a full service production company with more than thirty years of television experience of Hank Capshaw and C. Russell Muth. The company produces process-centric, documentary style reality programming focusing on emotions, humor, family dynamics and the pathos of everyday lives. Size 12 harnesses the creative talents behind such hit series as "American Chopper," "American Hot Rod," "American Casino" and "Dirty Jobs," among many other hours of network and basic cable programming.

About Spike TV:

Spike TV is available in 97.7 million homes and is a division of MTV Networks. A unit of Viacom (NYSE: VIA, VIA.B), MTV Networks is one of the world's leading creators of programming and content across all media platforms. Spike TV's Internet address is www.spike.com and for up-to-the-minute and archival press information and photographs, visit Spike TV's press site at <http://www.spike.com/press>.

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