

# GET READY FOR A SUMMER OF BALLS OUT COMEDY AS MTV PREMIERES THREE NEW COMEDIC SERIES

(Monday, June 15<sup>th</sup> Beginning at 5:00 PM ET/PT)

New York, NY – June 3, 2009 – MTV is bringing unfiltered comedy with a twist all summer long as the network premieres a new daily lineup combining three unique genres like they've never been done before. On **Monday, June 15<sup>th</sup> from 5:00PM-6:30PM**, the weekday comedy block kicks off, inviting fans to sit back, relax and be entertained by some pretty hilarious, balls out comedy. The new block includes the animated strip, **“DJ & The Fro,”** a funny look at questionable couplings in **“Is She Really Going Out With Him?”** and *not really a game show* game show with **“Silent Library.”**

“This summer, afternoons on MTV are all about the laughs,” said Tony DiSanto, President of Programming, MTV. “Each of the three new series has a unique comedic voice – ‘DJ and The Fro’ is creator driven mixed media animation with the web's funniest and most bizarre clips seamlessly woven into a narrative comedy, ‘Silent Library’ is pure physical comedy disguised as a game show and ‘Is She Really Going Out With Him?’ is essentially a scripted comedy overlaid on to a reality relationship format.”

## **DJ & The Fro – 5:00pm**

“Beavis & Butthead,” “Daria,” and “Celebrity DeathMatch” paved the way for MTV’s fresh animation series, “DJ & the Fro.” Chronicling the working lives of DJ and the Fro, two twenty-something slackers who spend most of their days avoiding work and watching viral videos. “DJ and The Fro” is creator driven mixed media animation with the web's funniest and sometimes bizarre clips woven into a narrative comedy.

DJ - Working his first real job, wants to do well, but it’s just so hard with all of these awesome internet clips out there! He is a bit neurotic, but not the kind that does well at work – the kind that’s really, really fun to mess with.

The Fro - Also working his first real job, but knows his true destiny is finding the ultimate internet clip. If you dare him to do something, he’ll do it. And if you don’t dare him, he’ll dare himself, to prove that you’re a wuss for not daring him. And of course, his trademark is his glorious red afro.

DJ and the Fro was created for MTV by Dave Jeser and Matt Silverstein. Brent Haynes and Tony Disanto are the MTV executives overseeing the project.

## **About MTV Network:**

MTV is the dynamic, vibrant experiment at the intersection of music, creativity and youth culture. For over 27 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 is the number one rated full-day ad-supported cable network for P12-24. Online, MTV.com averaged 8.5 million monthly unique visitors during the first quarter of 2009 -- up +6% from Q4/2008 and up +6% year-over-year. Total video streams for the first quarter of 2009 increased 21% over the same time period last year. 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.

## **ABOUT TITMOUSE ANIMATION**

Titmouse is a full service animation studio located in Hollywood, California. The Company specializes in traditional animation using the latest in state-of-the-art digital techniques. In existence for just over five years, the studio has already produced a string of high profile, highly successful projects ranging from broadcast and cable television, to feature film, national commercial advertising campaigns and well known TV and film main title sequences. In addition to production, Titmouse has harnessed a cutting-edge creative team with many collective years of success to create and develop an aggressive slate of original projects that span all media platforms. For more information visit [www.titmouseinc.com](http://www.titmouseinc.com).