



**JOHN RICH GIVES CELEBS a CRASH COURSE IN COUNTRY
FOR A CHANCE AT CROSSOVER SUCCESS
IN THE NEW CMT SERIES "GONE COUNTRY" PREMIERING FRIDAY,
JANUARY 25**

**The Nashville Hitmaker Guides Cast of Mainstream Talent,
Including Bobby Brown, Carnie Wilson, Dee Snider, Diana DeGarmo,
Julio Iglesias Jr, Maureen McCormick and Sisqó**

NASHVILLE – December 12, 2007 – A motley crew of mainstream celebrities learn the fine art of country crooning in the new **CMT** series, **GONE COUNTRY**, hosted by John Rich, of the multi-platinum selling country duo Big & Rich. This seven-episode series takes seven established performers from every realm of the entertainment and music industries and immerses them in all things country for a chance to break out as the next big country superstar. **GONE COUNTRY premieres with a special one-hour episode on Friday, January 25 at 8:00 p.m. – 9:00 p.m., ET/PT.** Respective episodes will be half-hour shows; with the series finale running one-hour on Friday, March 7.

The series features an eclectic cast of performers that includes, Bobby Brown – R&B singer, former member of New Edition; Carnie Wilson – singer/songwriter, author and former member of Wilson Phillips; Dee Snider – radio personality, lead singer Twisted Sister; Diana DeGarmo – recording artist, Broadway actor and American Idol finalist, 2004; Julio Iglesias, Jr. – pop singer; Maureen McCormick – singer/actor, "The Brady Bunch"; and Sisqó – R&B singer, former member of the group Dru Hill.

In each episode, the **GONE COUNTRY** cast competes against one another in challenges that test their ability to adapt musically and physically to a country music lifestyle, both on and off the stage. From performing before a Nashville audience alongside Gretchen Wilson and the MuzikMafia to getting a crash course in southern cooking or learning how to master the art of ATV off-roading, the cast learns the finer points of a country music lifestyle. Each contestant is paired with two Nashville songwriters who guide them in writing lyrics and music for a country single that they will debut in the series finale. At the end of the two weeks, the artist that is most prepared to impress a country audience, as determined by Rich, will record and release their song to country radio.

GONE COUNTRY is executive produced by David Garfinkle and Jay Renfroe of Renegade 83 Productions. Marc Oswald serves as executive producer. Melanie Moreau and Bob Kusbit serve as executive producers for CMT.

CMT, a unit of Viacom's MTV Networks (NYSE: VIA and VIA.B), is the leading television and digital authority on country music and Heartland entertainment, reaching more than 87 million homes in the U.S. CMT and its website, CMT.com, offer an unparalleled mix of music, news, live concerts and series and is the top resource for country music on demand. The network's digital platforms include the 24-hour music channel, CMT Pure Country, CMT Mobile and CMT VOD.

MTV Networks, a unit of Viacom, is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with 137 channels worldwide, owns and operates the following television programming services - MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN/THE N, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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