



TV LAND'S "JENNIFER FALLS" PARTNERS WITH CHICKEN SOUP FOR THE SOUL TO PROMOTE SERIES

Campaign Set To Run Through June 30th

New York, NY – June 9, 2014 – [TV Land](#) is teaming up with "Chicken Soup for the Soul," the famous book series of the same name and world leader in powerful, positive storytelling, for a unique partnership to promote the network's newest comedy series "[Jennifer Falls](#)" starring Jaime Pressly. "Jennifer Falls" airs Wednesdays at 10:30pm ET/PT on TV Land.

In this innovative campaign where life meets art, the line between fiction and reality will blur as Jaime Pressly's "Jennifer Falls" character, Jennifer Doyle, acts as a guest contributor on Chicken Soup for the Soul's website, www.ChickenSoup.com. With the intention of uplifting the spirits of her readers and showing that there is always room for second chances in life, Jennifer will tell her story about starting over after being let go from a high-powered executive position.

Additionally, Chicken Soup for the Soul publisher, editor-in-chief and author Amy Newmark will act as a mentor to Jennifer, dishing out her own pearls of wisdom on how to best reboot one's life. Amy will write articles and stories, and also post on social media about Jennifer's new journey – leading the audience to wonder what's next.

This campaign – slated to run through June 30th – will feature both on-air and digital components, and is set to be supported on the social platforms of TV Land, "Jennifer Falls" and Chicken Soup for the Soul.

Chicken Soup for the Soul and "Jennifer Falls" have also partnered on a great giveaway for readers of the acclaimed book series. Chicken Soup for the Soul will leverage its extensive network of blogs, including SheKnows.com, one of the top ten most visited websites for women, and over 250 radio stations to support a co-branded "Pick Me Up" prize pack, which includes an exclusive "Jennifer Falls" citrus zinger water bottle and the previously released "Chicken Soup for the Soul: From Lemons to Lemonade: 101 Positive,

Practical and Powerful Stories about Making the Best of a Bad Situation." Other elements of the campaign involve utilizing wide-reaching entities such as email blasts, newsletters, sweepstakes and more. Lastly, TV Land will run on-air tune-in promoting Jennifer's story and pushing to the sweepstakes.

"Jennifer Falls," the first single-camera comedy for TV Land, revolves around Jennifer Doyle (Jaime Pressly), a former high-powered executive who has fallen and hit every bump on the way down to rock bottom. With her teenage daughter (Dylan Gelula) in tow, Jennifer moves back in with her meddling therapist mother (Jessica Walter) and takes a job in the bar owned by her good natured but often submissive brother (Ethan Suplee) and passive aggressive sister-in-law (Nora Kirkpatrick). There, she reunites with her former best friend (Missi Pyle) who turns out to be holding quite a grudge. But every cloud has a silver lining: there's nowhere to go but up.

About Chicken Soup for the Soul

Chicken Soup for the Soul publishes the famous Chicken Soup for the Soul book series. In 2007, USA Today named Chicken Soup for the Soul one of the five most memorable books in the last quarter-century. With over 100 million books sold to date in the U.S. and Canada alone, more than 250 titles, and translations into more than 40 languages, "chicken soup for the soul" is one of the world's best-known phrases and is regularly referenced in pop culture. Today, 20 years after it first began sharing happiness, inspiration and wellness through its books, Chicken Soup for the Soul continues to delight readers and fans with new titles, but has also evolved beyond the bookstore. Its high quality products include wholesome and balanced pet food that recognizes the unique relationship between pets and people, a new line of delicious, nutritious food, that makes it easier to bring people together around the table, as well as movies, television, licensed gifts, and a host of digital offerings, all of which are inspired by stories. Chicken Soup for the Soul is "changing the world one story at a time"® For more information visit www.chickensoup.com.

About TV Land

[TV Land](#) is the programming destination featuring the best in entertainment on all platforms for consumers in their 40s and 50s. Consisting of original programming, classic and contemporary television series acquisitions, hit movies and digital portfolio, TV Land is now seen in over 98 million U.S. Homes.

About Viacom

Viacom (NASDAQ: VIAB, VIA) is home to premier global media brands that create compelling television programs, motion pictures, short-form video, apps, games, consumer products, social media and other entertainment content for audiences in more than 160 countries and territories. Viacom's media networks, including [MTV](#), [VH1](#),

[CMT, Logo, BET, CENTRIC, Nickelodeon, Nick Jr., TeenNick, Nicktoons, Nick at Nite, Comedy Central, TV Land, SPIKE, TQ3s, Paramount Channel](#) and [VIVA](#), reach approximately 700 million television subscribers worldwide. [Paramount Pictures](#), America's oldest film studio, is a major global producer and distributor of filmed entertainment.

For more information about Viacom and its businesses, visit www.viacom.com. Keep up with Viacom news by following Viacom's blog at blog.viacom.com and Twitter feed at www.twitter.com/Viacom.

###

Contacts:

TV Land

Vanessa Reyes-Smith
310-752-8081

Vanessa.Reyes@tvland.com

Jennifer Zaldivar-Clark
212-846-8964

Jennifer.Clark@tvland.com

Chicken Soup for the Soul

Rusty Shelton
512-206-0229

rusty@sheltoninteractive.com