

**VH1 GREENLIGHTS NEW SERIES “NAKED DATING” (*working title*) WHICH ASKS,  
“IS IT EASIER TO FIND TRUE LOVE WHEN YOU TRULY HAVE NOTHING TO HIDE?”**

NEW YORK, FEBRUARY 19, 2014 – VH1 has given the greenlight to “Naked Dating” (*working title*), a one-hour weekly series that will explore the art of romance free of pre-conceived notions, stereotypes -- and clothes.

The series will play with the idea of what it really means to be naked in the search for love. Would your quest be more successful if you truly had nothing to hide? There's no clothing, no jewelry, no phones and no conventions of society. Just you.

Filmed on a remote exotic locale, each close-ended episode will feature a man and a woman as they each date two different, naked suitors. At the end of the episode, the two romance seekers analyze what they've learned from their dates and themselves before deciding on whether or not to move forward with their prospective love matches. Once everyone has stripped away the artifices of our modern world and revealed their ultimate, honest selves, the results will be surprising. The hosted series will consist of 10 one-hour episodes that will be edited according to network standards.

“At first, this seems like a show that's all about a noisy, provocative hook – and we embrace that,” said Susan Levison, Executive Vice President, Original Programming & Production, VH1. “But when you go deeper, it's really about something that we can all relate to – the search for true love. It's also a series with heart and masterful storytelling – both earmarks of an engaging, must-watch show.”

“We created this show based on marrying a provocative idea with a back to basics philosophy. With all the dating options in the world, what happens if you take one man and woman and strip them of all their pretenses?” VH1 immediately understood our vision and is a fantastic partner on a show that uses a social experiment to provide a fun and entertaining look into how men and women interact when they bare all,” said Howard Schultz, President of Lighthearted Entertainment.

“Naked Dating” was created and is produced by Lighthearted Entertainment. Executive producers are Howard Schultz, Rob LaPlante and Jeff Spangler. Executive Producers for VH1 are Susan Levison, Jill Holmes, Kristen Kelly and Fernando Mills.

**About Lighthearted Entertainment:**

Lighthearted Entertainment was established in 1992 by CEO Howard Schultz as an independently-owned television production company, specializing in all forms of non-

scripted programming. Schultz and the Lighthearted team are fiercely committed to translating their creativity, energy and ideas into shows that tap into the zeitgeist of current culture. Producing literally thousands of hours of television across cable, syndication and broadcast networks, hits such as FOX's "The Moment of Truth," ABC's

"Extreme Makeover" and MTV's "Next" have also enjoyed appeal worldwide. More recently, Lighthearted produced TNT's adventure series "72 Hours," Animal Planet's "Lone Star Legend," and the currently airing MTV hit, "Are You The One?" Rob LaPlante (Executive Producer of A&E's "Obsessed" and MTV's "Is She Really Going out with Him") serves as Executive Vice President and Jeff Spangler serves as Vice President of Development.

### **About VH1**

VH1 delivers the ultimate mash-up of music, pop culture and nostalgia for adults who still want to have fun. VH1 is available in 99 million households in the U.S. VH1 also has an array of digital channels and services including VH1 Classic, VH1 Soul, VH1 Mobile, [VH1.com](http://VH1.com) and [@VH1](https://twitter.com/VH1), the hub for all things music and pop culture. Fans may also access current and retro VH1 programming via the VH1 App, the network's three-in-one video, new form content and co-viewing app, available for download free on iPhone and iPad. VH1 is a unit of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms. For more information, go to [www.vh1press.com](http://www.vh1press.com), [VH1.com](http://VH1.com), or the [VH1 Facebook](https://www.facebook.com/VH1) page. Follow us on Twitter [@VH1PR](https://twitter.com/VH1PR).

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