



LIGHTS, CAMERA, "THE REAL WORLD"

**MTV DOUBLES THE FIGHTS, THE HOOKUPS AND THE TEARS
WITH ONE-HOUR EPISODES OF "THE REAL WORLD: HOLLYWOOD"
BEGINNING WEDNESDAY, APRIL 16**

**Unedited and Uncensored Bonus Footage Will Post at
RealWorldDailies.com**

**Plus MTV On Demand Partners with On Demand from Comcast
to Offer First Access to the 20th Season Beginning April 9**

**Think.MTV.com Helps Make "The Real World: Hollywood" House
First To Be Eco-Friendly**

Santa Monica, CA, April 3, 2008 – [MTV](#) rolls out the "green" carpet for the season 20 premiere of "[The Real World: Hollywood](#)" debuting [Wednesday, April 16](#) at 10:00 p.m. ET/PT. In a series of firsts, "The Real World: Hollywood" will expand to one-hour episodes to feature more hijinks and drama for 13 weeks only, and exclusive footage will post online at [www.RealWorldDailies.com](#) where the action will continue to play out from what was seen on-air. The Hollywood house is the first Real World home to incorporate environmentally-friendly items and eco-friendly lifestyle choices. For the first time, the Real World Casting online community chose the seventh roommate from 20,000 online applicants. Will "Pretyboy" of Daytona Beach, Florida exceed their expectations? Exclusive material online, on demand and in Virtual Real World allows viewers to access their favorite guilty-pleasure whenever and wherever they may be. "The Real World: Hollywood" is from reality powerhouse, Bunim-Murray Productions.

The landmark 20th season of "The Real World: Hollywood" promises to be an emotional, invigorating and exciting season. When seven strangers come together, one of them is known to everyone as he was chosen by the viewers in the first "Real World" online casting call – and negative opinions have already formed about the type of person "PretyBoy" is. Rather than focusing on one group job, the roommates will pursue their Hollywood dreams – to be an actor, singer, journalist, host or music producer. They also form a comedy improv troupe, taking lessons at the IO West. As conflict erupts amongst the group, one roommate struggles with his own demons that may irreparably damage his chances for a career in Hollywood.

"The Real World pioneered the genre of reality television as we know it, while showing young adults navigating their way through a seminal period in their lives," said Tony Disanto, Executive Vice President, Series Development and Programming, MTV. "Now in its banner twentieth season, 'The Real World: Hollywood' will continue the franchise's tradition of illuminating and reflecting issues important to our audience by utilizing the series' ability to construct and execute the real-life narrative art form it has made famous."

"On this 20th anniversary season we wanted to get back a little to the show's origins by casting people who were pursuing dreams of careers in the entertainment business," said Jon Murray, "The Real World" Co-Creator and Chairman & President of Bunim-Murray Productions. "It gives the show real stakes and is a wonderful contrast to all the usual hook-ups and fights."

"Dailies" are defined as: a series of shots from the previous day's shooting, selected by the editors to be viewed for possible inclusion in the final version of the film or show. For the first time, fans will be able to see what the editors see by logging onto www.realworlddailies.com. Beginning April 10, Bunim-Murray will provide 7-8 clips daily of raw, unedited footage, taking viewers beyond the show experience and giving them "The Real World" in real time. All of the great moments of the series will be teased online the week before the episode airs with more drama, more fights and everyone's favorite, more hook-ups. Viewers can get to know the cast as the producers and crew do, on a daily basis. Plus, message boards are available to post comments and to chat with other fans of the show about the cast and their actions.

On Earth Day 2006, [Think MTV](http://www.thinkmtv.com) launched Break The Addiction, an award-winning campaign that inspired young people to reduce their impact on the environment while improving their lives. Marking the two-year anniversary of this campaign, Think MTV worked with Bunim-Murray Productions to produce an eco-friendly season of "The Real World: Hollywood." Through their collaborative efforts, the first eco-friendly Real World house was created which includes environmentally-friendly products ranging from solar panels and hybrid cars, to bamboo flooring, energy efficient appliances, and a multitude of recycled and reused products around the house. Each episode of "The Real World: Hollywood" will end with an eco-tip from one of the roommates. These tips will live online at <http://think.mtv.com> with additional resources to serve as an extension of the season, including a "green" house tour, interviews with the cast on living green and simple ways for viewers at home to take action to preserve the environment.

[The Real World](http://realworld.mtv.com) (<http://realworld.mtv.com>) website will feature exclusive cast and house photos and blogs from the Hollywood roommates. In addition, sneak peeks of upcoming episodes will be available plus previously-aired episodes to view online.

MTV On Demand partners with On Demand from Comcast to offer a sneak peek of the premiere episode on April 9, one week prior to the premiere on-air. In addition, Comcast subscribers may view complete episodes the day following the Wednesday premiere on MTV plus highlights of the next new episode. MTV On Demand will feature a special tour of the new Hollywood house, in-depth cast profiles and eco-friendly tips.

Fans who take up residence in the [Virtual Real World](#) will be transported to the entertainment capital of the world to live in the Hollywood limelight. The new house debuts on April 16 at www.vmtv.com. The “green” element also will be incorporated into the Virtual Real World with the roommates living in an eco-friendly house. Users can click on different areas of the house to learn environmental facts and access more information on the [Think MTV](#) website (<http://think.mtv.com>). Designers can create eco-friendly virtual clothing and share their stories detailing ways they have done their part to better the environment. Virtual Real World is an extension of MTV Networks existing virtual worlds, including Virtual Hills, Virtual America’s Best Dance Crew and Virtual Gauntlet III.

Beginning one week early on April 9, the season 20 premiere of “The Real World: Hollywood” will be available for download to own on iTunes Store (www.itunes.com), Amazon Unbox (<http://unbox.amazon.com>), Xbox Live Marketplace and Bit Torrent. In addition, special free downloads featuring a Hollywood house eco tour and casting reels will be offered. Viewers will have the opportunity to download each new episode the day after it airs on MTV.

Meet the new Hollywood cast:

Joey, 24 – Chicago, IL

A true blue Chicagoan, Joey has never ventured outside the state. A personal trainer and a former bodybuilder, he is very devoted to his athletic training and works out all the time. Unfortunately, Joey continues to be haunted by his troubled upbringing of alcohol and addictions. He hopes to create his own path by following his Hollywood dream to be an actor. However, Joey’s impossibly high expectations on himself make dealing with the highs and lows of the business most difficult. Will it lead to his destruction?

Kimberly, 24 – Columbia, SC

With her southern belle charm, Kimberly sometimes is perceived as a ditzy blonde but her naïveté comes from growing up in a small town. Raised in a conservative religious household, Kimberly rebelled against the restrictive rules. She is a ball of energy, loves to be around people and have a fun time. Outspoken, she sometimes doesn’t think before she speaks and her comments can be offensive to others. Kimberly’s goal is to be the host of an entertainment show.

Dave, 22 – Waynesboro, PA

Outgoing and fun, Dave loves to be the center of attention and will do anything for a laugh – or to see someone’s shocked expression. A natural athlete, Dave likes to play any and all sports – from football, to cheerleading, to triathlons. He is very comfortable in front of the camera and would like to be an actor or television host.

Sarah, 21 – Phoenix, AZ

A recent graduate from Arizona State, Sarah is serious about becoming a broadcast journalist. A newfound feminist, she still retains strong conservative, traditional views. Sarah, who is Hispanic, is very close to her family, and this is the first time she has lived so far from home. Her move to Hollywood puts a strain on her long-distance relationship with her boyfriend – who used to be her debate coach.

Will, 23 – Detroit, MI

Charismatic and witty, Will is the ladies’ man of the house. Determined to be a successful music producer, Will is a bit of a hustler and will hit the streets to sell the music he has written. Back in Detroit, he worked as a DJ, performing at parties and bar mitzvahs. Will continues to create “beats” and to show off his moves – on and off the dance floor.

Brianna, 20 – Philadelphia, PA

Brianna is a self-defined “Philly girl” – she tells it like it is and doesn’t allow others to disrespect her. An ethnic mix of German, African-American and Puerto Rican, she hides a very sensitive side beneath her tough exterior. Until she moved to Hollywood, Brianna worked as an exotic dancer and left behind a volatile relationship with her boyfriend. Her passion is singing – and she was among the top 45 to compete on “American Idol” (season five). Does she have the ambition to make it in the business?

Greg, 20 – Daytona Beach, FL

Greg is the first “Real World” roommate selected by the viewers in an online casting vote with the online name “PretyBoy” – and has dubbed himself “The Chosen One.” With an unusual outlook on people – he refers to everyone else as “peasants” and all women are “associates,” he is extremely competitive when it comes to sports and academics. His attitude does not make him the favorite in the house – especially when he plays pranks on everyone. Although he studies Criminal Justice at the University of Florida, Greg’s dream is to be a high-end fashion model.

“The Real World” launched the modern reality television genre and is the longest-running reality series in history. Past seasons have taken place in New York, Los Angeles, San Francisco, London, Miami, Boston, Seattle, Hawaii, New Orleans, Chicago, Las Vegas, Paris, San Diego, Philadelphia, Austin, Key West, Denver and Sydney. The first season, set in New York City, debuted in 1992. Each season, the show brings seven young strangers to live together in a new city and rolls the cameras 24-7, witnessing as their lives intersect, their ideas are challenged and their passions emerge.

"The Real World" was created for MTV by Jon Murray and Mary-Ellis Bunim of Bunim-Murray Productions. Jon Murray and Jim Johnston serve as Executive Producers of "The Real World: Hollywood." Jacquelyn French is the MTV executive overseeing the project.

About MTV

MTV is the dynamic, vibrant experiment at the intersection of music, creativity and youth culture. For over 26 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 has been the number one rated 24 hour ad-supported cable network P12-24 for 16 straight years. Online, MTV.com scored double-digit growth in 2007 and MTV launched 15 dynamic online communities and eight new virtual worlds. On the go, MTV Mobile is the #1 music brand in the wireless space – delivering 90% more streams than in 2006. 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. Wanna know more? Come on in...

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