

NATIONAL
**ACADEMY OF
TELEVISION**
ARTS & SCIENCES



**THE NATIONAL ACADEMY
OF TELEVISION ARTS & SCIENCES
ANNOUNCES
The 36th ANNUAL DAYTIME ENTERTAINMENT
EMMY® AWARDS**

*Daytime Emmy Awards To Be Telecast August 30th, 2009
On The CW Television Network at 8:00 p.m. (ET)
from The Historic Orpheum Theatre in Los Angeles*

*Sesame Street to Receive Lifetime Achievement Award for 40 Years of
Educational Television*

New York – April 7, 2009 – The National Academy of Television Arts & Sciences (NATAS) today announced the broadcast of the 36th Annual Daytime Entertainment Emmy® Awards on The CW Television Network on Sunday, August 30th, 2009 from the historic Orpheum Theatre in Los Angeles, CA. The show is a unique partnership between Associated Television International (ATI), NATAS and MGM Worldwide Television, which is handling distribution of the telecast.

“The Daytime Emmy® Awards are one of the cornerstones of our business,” said Frank Radice, President & Chief Marketing Officer, NATAS. “There wouldn’t be a television awards season without them. From the extravagant red carpet to the great entertainment, the viewer will experience the show through new approaches which will make this year’s show more robust and relevant than ever before.”

ATI President and Emmy® award winning producer David McKenzie with Paul Sharratt, will executive produce the show.

“We are thrilled to be working with NATAS, MGM and the CW on this year’s special presentation,” stated Jim Romanovich, ATI’s President of Worldwide Media and Entertainment. “As the producers of many successful event specials,

including The World Magic Awards, and as fans of the daytime genre, it is our quest to make this a fast paced, fun-filled entertainment special that celebrates the best of daytime.”

“We’re pleased to have this prestigious franchise on our network,” said Dawn Ostroff, President, Entertainment, The CW. “It is not only a terrifically entertaining show with a core female following similar to our own, but will also give us a promotional platform as we launch our Fall 2009 schedule.”

Jim Packer, Co-President of MGM Worldwide Television, stated: “MGM is always looking at creative ways to work with our partners in bringing compelling product to the marketplace and this is clear example of executing that strategy.”

Through the use of innovative programming from social networking sites, audiences will be availed of unprecedented interactivity between the program and audience. Westwood One Radio, the official radio partner of the event will also be offering a wide range of exciting participatory contests for their listeners.

Nominations will be released on May 14th, 2009, some of which will be announced on NBC’s Today with Kathie Lee Gifford and Hoda Kotb (10am ET). The complete list will be available that evening at a nominating event at the Hearst Tower, in Manhattan, home of the official print partner of the Daytime Emmy Awards, Good Housekeeping Magazine.

A multi page insert dedicated to The Daytime Emmy® Awards and the Nominees will appear in the September issue of Good Housekeeping.

In addition to honoring the best in Daytime Entertainment Drama Series, Talk & Morning Shows, Variety, Cooking, Animation, and Courtroom Drama, this year’s Lifetime Achievement Award will be awarded to Sesame Street for its 40 years of educating and entertaining our children, their children and most of us!

The Daytime Entertainment Emmy® Awards recognize outstanding achievement in all fields of daytime television production and are presented to individuals and programs broadcast from 2:00 a.m.-6:00 p.m. during the 2008 calendar year. The 36th Annual Daytime Emmy® Awards is a presentation of the National Academy of Television Arts & Sciences in cooperation with the Academy of Television Arts and Sciences.

All balloting for the 36th Annual Daytime Entertainment Emmy® Awards will be compiled by the independent accounting firm of Deloitte & Touche LLP. American Airlines is the official airline of the Daytime Entertainment Emmy® Awards.

You can follow the 36th Daytime Entertainment Emmy® Awards on our Twitter page at: www.twitter.com/theemmys

About The National Academy of Television Arts & Sciences

The National Academy of Television Arts & Sciences (NATAS) is a professional service organization dedicated to the advancement of the arts and sciences of television and the promotion of creative leadership for artistic, educational and technical achievements within the television industry. It recognizes excellence in television with the coveted Emmy® Award for News & Documentary, Sports, Daytime Entertainment, Daytime Creative Arts & Entertainment, Public & Community Service, Technology & Engineering, and Business & Financial Reporting. Regional Emmy® Awards are given in 19 regions across the United States. NATAS also presents the National Academy of Television Arts and Sciences Global Media Awards™ which recognizes excellence in the world-wide intersection of digital entertainment and technology. Beyond awards, NATAS has extensive educational programs including National Student Television and its Student Award for Excellence for outstanding journalistic work by high school students, as well as scholarships, publications, and major activities for both industry professionals and the viewing public. For more information, please visit the website at www.emmyonline.tv

About Associated Television International

Associated Television International has been successfully producing television series specials and feature films for over three decades. ATI's program have aired on all US broadcast networks and the major cable channels. For the last two years, ATI garnered critical acclaim and ratings success producing "The World Magic Awards." Current series in production include, "Real Heroes Among Us," "Masters of Illusion," "World's Funniest Moments," "Real Vice Cops Uncut," and "Laura McKenzie's Traveler." Among the many honors presented to ATI are an Emmy nomination for "Who's Who of World Giving," and an Emmy Award for "America's Invisible Children."

About Metro-Goldwyn-Mayer Inc.

Metro-Goldwyn-Mayer Inc., through its operating subsidiaries, is actively engaged in the worldwide production and distribution of motion pictures, television programming, home video, interactive media, music and licensed merchandise. The company owns the world's largest library of modern films, comprising around 4,100 titles. Operating units include Metro-Goldwyn-Mayer Studios Inc., Metro-Goldwyn-Mayer Pictures Inc., United Artists Films Inc., Ventanazul, MGM Television Entertainment Inc., MGM Networks Inc., MGM

Domestic Networks LLC, MGM Distribution Co, MGM International Television Distribution In, Metro-Goldwyn-Mayer Home Entertainment LLC, MGM ON STAGE, MGM Music, MGM Worldwide Digital Media, MGM Consumer Products and MGM Interactive. In addition, MGM has ownership interests in international TV channels reaching nearly 120 countries. MGM ownership is as follows: Providence Equity Partners (29%), TPG (21%), Sony Corporation of America (20%), Comcast (20%), DLJ Merchant Banking Partners (7%) and Quadrangle Group (3%). For more information, visit www.mgm.com.

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