



FOR IMMEDIATE RELEASE

August 5, 2010

**ROSIE O'DONNELL MAKES HER RETURN TO DAYTIME TELEVISION
EXCLUSIVELY ON OWN: THE OPRAH WINFREY NETWORK**

- NEW TALK SHOW TO PREMIERE IN 2011-

Los Angeles, CA – Multiple Emmy® award-winning television host, celebrated performer, renowned philanthropist, and all-around talent, Rosie O'Donnell will make her return to daytime television exclusively on OWN: THE OPRAH WINFREY NETWORK. From 1996 to 2002, Ms. O'Donnell delighted audiences as the host of the highly successful daytime talk show "The Rosie O'Donnell Show." For OWN, she will bring her trademark humor and down-to-earth approach to a new daily talk show scheduled to premiere in 2011. The announcement was made today by Chief Executive Officer, Christina Norman.

"Rosie is an undeniable talent who has captivated TV audiences for nearly 20 years," said Oprah Winfrey. "She's a true original, who brings her authentic voice, dynamic energy and pure passion to everything she does."

"It's an honor and a privilege to work with Oprah Winfrey on her network," said Rosie O'Donnell. "I'm excited to be back on daytime television."

"We are thrilled to have her be a part of OWN," said Ms. Norman.

The program, produced by Ms. O'Donnell, was brought to OWN by longtime Warner Bros. syndication veterans Dick Robertson and Scott Carlin, now of SantaBu LLC Inc. The show will be a daytime one-hour daily show based in New York. Fans can anticipate a fun, uplifting show with Ms. O'Donnell's playful and energetic style.

One of the most successful talk show hosts of the past 15 years, Rosie O'Donnell earned six consecutive Daytime Emmys® for Outstanding Talk Show Host during her years on "The Rosie O'Donnell Show." The show, a beloved departure from the many sensational talk shows of the time, skyrocketed in ratings and audiences enjoyed her warm and approachable style, along with the fuzzy koosh balls she launched at the crowd and camera. In 2006, Ms. O'Donnell replaced Meredith Vieira as co-host and moderator of "The View," resulting in a 27 percent

ratings increase and, during her time on the program, it was the fourth most-watched in all of daytime for women 18-49.

An outspoken advocate for children's needs, her recent HBO special, "A Family Is a Family is A Family: A Rosie O'Donnell Celebration," celebrated her family, along with other types of families, sharing funny and oftentimes profound insights on family life and love proving that families come in all shapes, sizes, and colors. Additionally, her charitable organization, Rosie's Theatre Kids, offers underserved children arts education enrichment, along with the chance to enjoy Broadway theatre. Today, she can be heard on Sirius XM Radio's "Rosie Radio," a daily two-hour show featuring Ms. O'Donnell discussing the day's news and events. An actress, comedian, and the author of several best-selling books, she lives in New York with her children.

About OWN: THE OPRAH WINFREY NETWORK

A joint venture between Oprah Winfrey and Discovery Communications, OWN: THE OPRAH WINFREY NETWORK is a multiplatform media company designed to entertain, inform and inspire people to live their best lives. OWN will debut in January 1, 2011 in approximately 80 million homes, on what is currently the Discovery Health Channel. The venture also will include the award-winning digital platform Oprah.com. For more information, please visit www.oprah.com/own.

###

Media Contact:

OWN: THE OPRAH WINFREY NETWORK
Nicole Nichols, SVP, Communications & Strategy
Nicole.Nichols@own.tv
(323) 602-5511

PMK*BNC
Cindi Berger, Chairman and CEO
Cindi.Berger@pmkbnc.com
(212) 373-6118