



EMMY-AWARD WINNING JOURNALIST CAT GREENLEAF TO BE THE HOST OF DAYTIME FOR USA NETWORK

USA To Provide a National Platform For NBC's Beloved "Talk Stoop" Franchise And New Opportunity For Sponsors To Be Organically Integrated With USA's Top-Rated Daytime Program Block

NEW YORK - May 16, 2013 – USA Network announced today that Emmy[®]-award winning journalist Cat Greenleaf will be the first-ever host of its top-rated daytime programming block from 11am-3pm. Beginning 4th quarter, NBC's popular "Talk Stoop" franchise hosted by Greenleaf will leap from the local markets to the national stage, drawing on her unique insights and charisma to guide viewers through the day with buzz worthy commentary, pop culture news, and intimate one-on-one interviews with celebrities, brand icons and USA talent. Greenleaf's segments will air as short-form content pods, and will provide a unique opportunity for brands to organically integrate their marketing messages within programming wraps, as well as via product placement. The announcement was made in conjunction with USA's Upfront (#USAupfront), which is being held today at Pier 36 in New York.

"Cat is the ideal person to host USA's daytime programming block, tapping her journalism expertise, dynamic personality and popular franchise to keep viewers engaged throughout the day," said Alexandra Shapiro, Executive Vice President of Marketing & Digital for USA Network. "Now more than ever, brands need creative solutions to break through the clutter in today's media marketplace. The integration opportunities around Cat's segments provide a seamless and entertaining way to convey marketing messages."

Greenleaf's segments will be anchored from her show's home in Brooklyn, and she'll bring her famous stoop on the road -- as she reports from junkets, red carpet events and brand partners' retail outlets.

"Adding Cat's impressive journalistic talent into USA's daytime block, with the opportunity for advertisers to showcase their brands to an engaged, affluent and young consumer, demonstrates our commitment to helping advertisers reach their goals," said Laura Molen, Executive Vice President, Cable Advertising Sales, NBCUniversal.

Greenleaf will also guide viewers seamlessly between her segments and commercial breaks through live bumpers and programming announcements that showcase products from USA's marketing partners. For example, Greenleaf might be featured on her stoop eating lunch from a quick service restaurant, or she might arrive at her stoop in an automotive partner's vehicle. In addition, Greenleaf will host exclusively sponsored themed weeks on subjects ranging from the Olympics to the Golden Globes to Fashion Week to the holidays.

Specifically, Greenleaf's segments will focus around four main categories including:

Culture Click: Greenleaf will provide the latest scoop on cultural icons and conduct interviews with the "who's who" and "who you need to know" in the world of music, sports, arts, politics and entertainment.

Flicks: Greenleaf brings viewers closer to the movie magic as she interviews stars from the most highly anticipated movie releases and box-office hits coming out on DVD.

Brandstand: For some brands, the iconic face of their product is a memorable character is to millions of people. Through social media, these characters' popularity is rising faster than ever, with consumers seeking out brands to

learn more. On the Brandstand segment, Greenleaf will give brand ambassadors a national platform on which to shine.

USA Characters: Leveraging USA's deep roster of hit talent, Greenleaf will bring viewers up to speed on their favorite characters and shows through intimate one-on-one interviews that answer everyone's most burning questions. She will take viewers on-set and behind the scenes of new USA series.

Greenleaf will continue to host the popular "Talk Stoop" program, which currently airs on the NBC-owned stations in the top television markets, including New York, Los Angeles, Miami, Chicago, Washington, DC, Philadelphia, and COZI TV, as well as in out-of-home screens across the country, such as taxicabs, iVillage.com and gas pumps.

In almost four years on the air, Talk Stoop has shot more than 350 conversations with guests including Spike Lee, The Kardashians, Julianne Moore, Eva Longoria, Hilary Swank, Kareem Abdul Jabbar, Edie Falco and Claire Danes.

USA is the #1 cable network in P 18-49 in daytime, with the most upscale and educated audience of any network in the day part.

The #1 network in all of basic cable for an unprecedented seven straight years, USA Network is seen in over 102 million U.S. homes. USA is a leader in scripted programming with a powerful stable of originals, spectacular live television and is home to the best in blockbuster theatrical films, a broad portfolio of acquired series and entertainment events. A trailblazer in digital innovation and storytelling, USA is defining, driving and setting the industry standard for Social TV. USA is a program service of NBCUniversal Cable Entertainment, a division of NBCUniversal. The award-winning website is located at <http://www.usanetwork.com>. Characters Welcome.

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