



**IT TAKES MORE THAN GREAT HAIR AND A WINNING SMILE TO MAKE THIS SQUAD
WHEN “DALLAS COWBOYS CHEERLEADERS: MAKING THE TEAM”
RETURNS FRIDAY, SEPTEMBER 14 ON CMT**

NASHVILLE – July 13, 2007 – Professional cheerleading takes hard work, determination and nerves of steel as the new crop of recruits quickly finds out in the second season of CMT's DALLAS COWBOYS CHEERLEADERS: MAKING THE TEAM, premiering Friday, September 14 at 8:00-9:00 p.m., ET/PT. CMT's eight-episode series reveals all the behind-the-scenes action of the Dallas Cowboys Cheerleading try-outs as girls struggle to make the team, survive boot camp and make their big debut as one of the most famous cheerleaders in America.

“Becoming a Dallas Cowboys Cheerleader is a lot of hard work and extremely competitive,” says Kelli Finglass, director of the Dallas Cowboys Cheerleaders. “Most people don't understand the long hours of physical and mental conditioning that these girls go through to become one of just 36 chosen to make the team. This series shows you everything – the highs, the lows and everything in between.”

Each summer, over one thousand hopefuls descend upon Texas Stadium with the same goal of becoming one of the few chosen to don the famous blue and white uniforms. DALLAS COWBOYS CHEERLEADERS: MAKING THE TEAM captures the contenders from preliminary auditions, through training camp and tearful cuts, where the cheerleading hopefuls must master the signature kick-line and intricate dance routines in order to advance. Finglass, Jay Johnson, the hardcore fitness instructor and Judy Trammell, team choreographer, don't mince words as they test each individual for the physical and mental stamina required to make the team.

For exclusive extended coverage of the series, visit CMT Loaded on CMT.com and CMT Mobile. CMT.com also features an enhanced Web site with photo galleries, message boards, extended clips, deleted scenes and exclusive outtakes.

DALLAS COWBOYS CHEERLEADERS: MAKING THE TEAM is produced by Triage Entertainment, with executive producers Kelli McGonagill Finglass, Stu Schreiber, Stephen Kroopnick and Eugene Pack. Bob Kusbit and Melanie Moreau will serve as executive producers for CMT.

Visit CMT's press-only Web site www.cmtpress.com for more information and downloadable photos on all of CMT's programming.

CMT, a unit of Viacom's MTV Networks (NYSE: VIA and VIA.B), is the leading television and digital authority on country music and Heartland entertainment, reaching more than 84 million homes in the U.S. CMT and its website, CMT.com, offer an unparalleled mix of music, news, live concerts and series and is the top resource for country

music on demand. The network's digital platforms include the 24-hour music channel, CMT Pure Country, CMT Mobile and CMT's broadband channel, CMT Loaded.

MTV Networks, a unit of Viacom, is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with 137 channels worldwide, owns and operates the following television programming services - MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN/THE N, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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