



THE DAYTIME EMMY® AWARDS RETURN...

**LIVE TELEVISION BROADCAST OF
THE 42ND ANNUAL DAYTIME EMMY® AWARDS
TO AIR EXCLUSIVELY ON POP ON SUNDAY, APRIL 26
FROM THE HISTORIC WARNER BROS. STUDIO LOT**

Veteran Television Producer Michael Levitt Tapped to Produce Broadcast

LOS ANGELES – March 2, 2015 – The National Academy of Television Arts & Sciences (NATAS) and Pop, a newly rebranded television network seen in more than 80 million homes (formerly TV Guide Network), today announced that the 42nd Annual Daytime Emmy® Awards will be nationally broadcast live on Sunday, April 26 at 8:00 PM, ET/5:00 PM, PT exclusively on Pop. In addition, NATAS announced that the Daytime Creative Arts Emmy® Awards gala will take place on Friday, April 24 at the Universal Hilton in Los Angeles.

Televised from the legendary Warner Bros. Studios lot on Stage 16 – the location of countless iconic Hollywood films such as “Casablanca,” “Jurassic Park” and “Ghostbusters” – the 42nd Annual Daytime Emmy® Awards show will be executive produced by Michael Levitt, one of the industry’s most acclaimed producers of live events and awards shows.

“Our new partnership with the Pop network is an ideal platform to present our signature gala,” said Bob Mauro, President, NATAS. “With the Warner Bros Studios as our venue, where so many great films and television shows have been made, coupled together with Michael Levitt, our executive producer, who created the ‘TV Land Awards,’ and has produced numerous live event specials including ‘The Producers Guild Awards,’ ‘The Billboard Music Awards,’ and ‘E! Live from the Red Carpet’ shows for the Golden Globes and Oscars®, this promises to be a very special telecast of the 42nd Annual Daytime Emmy® Awards.”

“As a network that celebrates talent, we are thrilled to bring the Daytime Emmy Awards back to television for the fans,” said Brad Schwartz, President of Pop. “Daytime audiences are some of the most amazing and passionate in all of television, and we are proud to honor the greatest works and achievements of daytime. Adding premium live events to our schedule is just another exciting way we are building Pop. We’re going to have a lot of fun with this.”

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“As a fan of daytime television, I couldn't be more honored to be producing this landmark special. The daytime community consistently generates quality programming and has so much to be proud of. I'm thrilled to be able to produce this ceremony that will celebrate the best of daytime in a memorable, fun and reverential way,” said Levitt.

“We are very thrilled about presenting our two premier shows in this new and exciting way,” said NATAS Daytime Senior Vice President David Michaels, “And adding the luxurious Universal Hilton as the setting for our Daytime Creative Arts Emmy Awards guarantees a very special celebration!”

The Daytime Emmy® Awards recognize outstanding achievement in all fields of daytime television production and are presented to individuals and programs broadcast during the 2014 calendar year. The Daytime Creative Arts Emmy® Awards gala honors the crafts behind the many shows that grace the Daytime genre.

The 42nd Annual Daytime Emmy® Awards is a presentation of NATAS in cooperation with the Television Academy. The show will be produced by Michael Levitt of Michael Levitt Productions with Gary Tellalian and Mike Rothman also serving as executive producers.

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, and Technology & Engineering. NATAS membership consists of more than 14,000 broadcast and media professionals represented in 19 regional chapters across the country. Beyond awards, NATAS has extensive educational programs including Regional 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 Pop

Fans don't sit at the outskirts of pop culture making snarky comments. They live right smack in the middle of it, sharing, creating, and connecting their passions with others. At Pop, fans finally have a destination that celebrates the fun of being a fan. Fans aren't even fans anymore – they're gladiators, tributes, human beings and blockheads. Seen in more than 80 million homes, Pop gives fans a dedicated channel that loves being a fan as much as they do. A channel that respects talent over celebrity. A channel filled with optimism, passion, humor, and excitement. A channel that understands the fun doesn't stop when the credits roll... it's really just the beginning.

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Pop is a joint venture of CBS Corporation (NYSE: CBS.A and CBS) and Lionsgate (NYSE: LGF). The partnership combines CBS's programming, production and marketing assets with Lionsgate's resources in motion pictures, television and digitally delivered content. Pop's ownership structure is comprised of the company with the #1 broadcast network and many of the top first-run syndication series ("Entertainment Tonight," "The Insider") and the studio that produces and distributes the blockbuster "Hunger Games," "Twilight" and "Divergent" franchises and produces such award-winning TV series as "Mad Men" and "Orange is the New Black."

Michael Levitt Productions

In less than a decade, Michael Levitt has risen through the Hollywood production ranks to emerge as one of the entertainment industry's most successful and sought-after producers of live event television programming. Emmy Award-nominated founder, CEO and Executive Producer Michael Levitt has earned his reputation as a hands-on creative producer with a strong emphasis on working with talent. Michael Levitt Productions has produced an array of diverse programs including award shows, music specials, reality shows, live events, non-fiction informational series and reunion specials including: "The TV Land Awards," "The Producers Guild of America Awards," "SKIN WARS," "Ask Oprah's All-Stars," "Radio Disney Music Awards," "Scream Awards," "The ALMA Awards," "The Billboard Music Awards," "Cause for Paws: An All-star Dog Spectacular," "E! Live From the Red Carpet: Oscars, Grammys and Golden Globes," "VH1/Vogue Fashion Awards," "Young Hollywood Awards," "Game Show Awards," Bravo's "A-list Awards," "Hollywood Squares," "Disney's Make Your Mark: The Ultimate Dance-Off," "America's Money Class with Suze Orman," "Motown Live!," "The Soul Train Awards," "Kathy Griffin: My Life on the D-List," "Britney Spears: There's No Place Like Home" and four highly-rated network reunion specials: "Dallas Reunion: Return to Southfork," "Happy Days: 30th Anniversary Reunion," "Knots Landing: Together Again," and "Dynasty Reunion: Catfights and Caviar."

Warner Bros. Entertainment Inc.

Warner Bros. Entertainment Inc. is a global leader in all forms of entertainment and their related businesses across all current and emerging media and platforms. A Time Warner Company, the fully integrated, broad-based Studio is home to one of the most successful collections of brands in the world and stands at the forefront of every aspect of the entertainment industry from feature film, television and home entertainment production and worldwide distribution to DVD and Blu-ray, digital distribution, animation, comic books, video games, product and brand licensing, and broadcasting. Warner Bros. Entertainment is headquartered at the Warner Bros. Studios lot, 142 acres in Burbank, California, which is considered one of the foremost motion picture and television production and post-production facilities in the world and home to 35 soundstages (including one of the world's tallest stages, which has an in-ground tank capable of holding more than two million gallons of water).

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