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NBC PICKS UP POPULAR ALTERNATIVE SERIES 'THE BIGGEST LOSER,' 'WHO DO YOU THINK YOU ARE?' AND 'THE SING-OFF' FOR 2011-12

UNIVERSAL CITY, Calif. – February 22, 2011 -- NBC issued pickups for three returning alternative series in 2011-12 in "The Biggest Loser," "Who Do You Think You Are?" and the singing competition series "The Sing-Off."

The announcement was made today by Bob Greenblatt, Chairman, NBC Entertainment.

"Alternative series such as these three bona fide hits are important not only to their loyal audiences but also as strong components of the NBC schedule," said Greenblatt. "They are each unique, attention-getting shows with terrific producing and talent auspices, and we're proud to be associated with them."

"The Biggest Loser 10" averaged a 3.1 rating, 8 share in adults 18-49 and 8.3 million viewers overall in the fall and "The Biggest Loser 11" is averaging a 3.3/9 in 18-49 and 9.0 million viewers overall so far this winter. "The Biggest Loser" is NBC's #1 entertainment series among women 18-49 and women 25-54. The series consistently over-indexes in upscale demos.

Season two of "Who Do You Think You Are?" is off to a solid start, averaging a 1.4 rating, 5 share in adults 18-49 and 7.0 million viewers overall over its first two weeks, making it NBC's #1 Friday series so far this season in total viewers. Over those opening two weeks, "Who Do You Think You Are?" was #1 in the time period in all key female demos while scoring NBC's highest 18-49 and total-viewer results in the Friday 8-9 p.m. (ET) slot since October 8. Upcoming episodes will feature Kim Cattrall, Gwyneth Paltrow, Lionel Richie, Ashley Judd and Steve Buscemi.

This season's cycle of "The Sing-Off" averaged a 3.2 rating, 8 share in adults 18-49 and 9.2 viewers overall, jumping versus the prior season by 28 percent in 18-49 rating and 27 percent in total viewers. Each of the five telecasts this season out-delivered each of the four telecasts of last season in 18-49 and total viewers. This year's December 20 finale, in which Pop Gospel sensations Committed were crowned champions, tied as the #1 primetime telecast of that week in adults 18-49.

NBC's popular series "The Biggest Loser" launched season 11 "Couples Edition" in January with two new trainers -- Brett Hoebel and Cara Castronuova who join returning trainers Bob Harper and Jillian Michaels -- in an engaging new twist that has changed the game completely. Eleven teams of two came to the "Biggest Loser" ranch hoping to transform their bodies, their health and their lives. At the beginning of this season, host Alison Sweeney offered the 11 family and friend teams the unprecedented opportunity to choose whether to work out with trainers Harper and Michaels at the ranch -- or work out at a secret location with the two new trainers (Hoebel and Castronuova), whose identities were initially a mystery. What ensues is a riveting ride of intense emotions, surprising turns and "can't miss" moments as the two groups fight their weight loss battles.

"The Biggest Loser" is a production of Reveille LLC, 25/7 Productions and 3Ball Productions. Ben Silverman (NBC's "The Office," "Ugly Betty"), Dave Broome ("Tsunami Aid: A Concert of Hope"), JD Roth ("Unan1mous," "Beauty and the Geek"), Todd A. Nelson ("Unan1mous," "Beauty and the Geek"), Howard T. Owens ("MasterChef," "The Buried Life") and Todd Lubin ("30 Days," "Nashville Star") serve as executive producers.

NBC's acclaimed alternative series "Who Do You Think You Are?" follows some of today's most-beloved and iconic celebrities as they embark on personal journeys of self-discovery to trace their family trees. During each episode, viewers will be taken on a personal and often mysterious journey following some of America's best-known celebrities into their ancestral pasts, as they uncover stories of heroism and tragedy, love and betrayal, secrets and intrigue that lie at the heart of their family history. At the same time, "Who Do You Think You Are?" celebrates the twists and turns of a great nation and the people who made their way here in search of freedom and opportunity.

From executive producers Lisa Kudrow ("Friends," "The Comeback") and Dan Bucatinsky ("Lipstick Jungle," "The Comeback"), in conjunction with their production company, Is or Isn't Entertainment, and Shed Media U.S., the series is an adaptation of the award-winning hit British television documentary series from Wall to Wall Productions, created and executive-produced by Alex Graham. Jennifer O'Connell and Al Edgington also serve as executive producers.

"The Sing-Off" premiered this season on December 6 as a five-night event hosted by multi-platinum recording artist Nick Lachey. The celebrity judges who critique the singing groups with their expertise are Ben Folds (Ben Folds Five), Shawn Stockman (Boyz II Men) and Nicole Scherzinger (The Pussycat Dolls). The program showcases the country's Top Ten a cappella groups performing popular songs like viewers have never heard them before. There's no lip-synching, back-up bands or safety net. They are singing for America's vote with the winner walking away with the ultimate prize -- a Sony Music recording contract and \$100,000.

"The Sing-Off" is produced by Joel Gallen's ("America's Best Dance Crew") Tenth Planet Productions, Outlaw Entertainment and Sony Pictures Television. Joel Gallen, Deb Newmyer and Sam Weisman are executive producers. Josh Greenberg serves as co-executive producer.

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