

VH1 Soul Premieres “Soul Story: Bobby Brown” and “New Edition Weekend” Exclusively On VH1 Soul Friday, April 25

NEW YORK, NY April 17, 2008 – In celebration of the 25th Anniversary of New Edition’s debut album Candy Girl, VH1 Soul presents “New Edition Weekend,” a weekend full of special programming and videos by the Boston bred boy band. Bursting onto the scene in 1983, New Edition became a pop phenomenon when they were discovered by writer/producer Maurice Starr, in hopes of launching a Jackson 5 phenomenon for the ’80s. The New Edition story continued to reach new heights with several solo projects from various group members, including break-out member Bobby Brown, the self proclaimed “King of R&B.” Bobby broke from the group in 1986 and rose to R&B superstardom as a solo artist. The weekend will include the VH1 Soul premiere of “Soul Story: Bobby Brown,” which celebrates the solo career of Bobby Brown through a timeline sequence of his videos, along with a new and never-before-seen interview, on Friday, April 25 at 7PM*.

“New Edition Weekend” premieres on VH1 Soul Friday, April 25 beginning 8AM*.

The weekend will be comprised of the following:

• New Edition Video Block –“ Airs April 25 beginning at 8am*

• Behind The Music: New Edition –“ Airs April 25 beginning at 10am*

• Urban Soul documentary –“ Airs Monday, April 25 beginning at 12pm*

• "Soul Story: Bobby Brown" Premieres Monday, April 25 at 7pm*

*Each special will air through-out the entire weekend

The weekend is not only a celebration of New Edition, but of R&B music itself. The BBC documentary Urban Soul, which made its U.S. Premiere on VH1 Soul in September 2007, is an in-depth look at R&B music since the 1970's, covering everything from the New Jack Swing movement, to hip hop soul, neo-soul and mainstream R&B. This two-hour documentary is a groundbreaking journey through contemporary American music culture with a combination of rare archival footage and thought-provoking interviews with the greatest performers, producers, musicians and commentators of the genre. Urban Soul boasts a stellar cast of interviewees which includes Bobby Brown, Beyoncé Knowles, Mary J Blige, Wyclef Jean, TLC and Chaka Khan.