

VH1 Keeps The Summer Sizzling With 3 New Original Series Premiering On Monday, August 4th

NEW YORK, NY, July 24, 2008- VH1 continues to heat up the summer with three new original series premiering Monday, August 4, "I Want To Work For Diddy," "New York Goes To Hollywood" and "Luke's Parental Advisory," all join VH1's new Monday night lineup to help viewers enjoy the dog days of summer.

"I WANT TO WORK FOR DIDDY"- PREMIERING AT 9 PM ET/PT

VH1's new competitive reality series "I Want To Work For Diddy" tracks 13 hungry applicants as they compete to land the job of a lifetime. This isn't some boring job interview. They'll be challenged emotionally, physically and mentally to earn the privilege of doing Diddy's bidding, and just one lucky person will get the chance to call him "My Boss." Will the determination, motivation and drive pay off, or will the pressure be too much to bear? Tune in for all the tears and meltdowns as we find out who will ultimately work for Diddy.

"NEW YORK GOES TO HOLLYWOOD"- PREMIERING AT 10 PM ET/PT

Tiffany "New York" Pollard from the hit VH1 series "I Love New York" is back in a whole new light—the Hollywood limelight. After finding love with Tailor Made on the second season of "I Love New York," the queen of reality TV is now ready to take the next step—making it big in Hollywood on "New York Goes To Hollywood."

â€œLUKEâ€™S PARENTAL ADVISORYâ€- PREMIERING AT 10:30 PM ET/PT

Back in the day, hip-hopâ€™s original bad boy and former member of 2 Live Crew, Luther â€œLukeâ€ Campbell paved the way for freedom of lyrical expression by challenging Americaâ€™s justice system. Now Luke is getting a taste of his own medicine as he tries to protect his two children from todayâ€™s raunchy influences, just as parents tried to do with his music. For the first time, this notorious bachelor is settling down and trying to separate his adult entertainment business and family life. Welcome to hip-hop artist/producer/entrepreneur Luther â€œLukeâ€ Campbellâ€™s World.

VH1.com will sneak peek the first episodes of each show beginning Monday, July 28 and will be the home to exclusive video content throughout the seasons. Every episode will be available on VH1.com every Monday beginning at 11 PM ET.

VH1 connects viewers to the music, artists and pop culture that matter to them most with TV series, specials, live events, exclusive online content and public affairs initiatives. VH1 is available in 90 million households in the U.S. VH1 also has an array of digital channels and services including VH1Classic, VH1 Soul, VH1 Mobile, VH1Games and extensive broadband video on VH1.com. Connect with VH1 at VH1.com.