

VH-1's "New York Goes To Work" Voting Begins Today (Monday, April 27th)

SANTA MONICA, CA , April 20, 2009 " Every actress needs a day job and even VH1's resident reality queen, Tiffany " New York " Pollard, is not exempt. It's time for New York to get her hands dirty. Beginning today, viewers can vote for the job they want to torture New York with in VH1's new series "New York Goes to Work." For the first episode, New York will have to work one of the following jobs:

- A) Ranch Hand
- B) Baker
- C) Exterminator

Fans can vote for their favorite by texting A, B or C to 62626. Voting will be cut off at 11:59 PM PST on Friday, May 1st. The job with the highest votes will be revealed in the season premiere of " New York Goes to Work" on Monday, May 4 at 10:00PM.*

You've seen New York work to win the heart of Flavor Flav, try to find a man on her own and work on her acting career in Hollywood, but now she is not looking for love or fame " she wants money! That's right, New York is getting a day job. After viewers place their votes each week, New York will have to try every aspect of the chosen occupation. If she can avoid quitting or getting fired and the boss deems her successful, New York will receive a \$10,000 bonus each episode.

Do you want to see New York work in the circus, on a farm or take your order at a fast food restaurant? It's totally up

to you and her fate is in your hands! During each week's episode the voting options will be displayed for fans to pick New York's job for the following week by texting the letters A, B, or C of the corresponding job option to 62626. Voting will remain open until 3:00 PM PST/ 6:00 PM EST the following day (Tuesdays). Tune-in as the antics ensue each Monday night at 10PM* to see what occupation the viewers have chosen for New York .

\$1 premium charge per vote plus standard text messaging fees apply. Must be 18 or older and a legal resident of the 50 US/DC to vote. Limit 10 votes per voting period. For rules and more details go to VH1.com

VH1's "New York Goes to Work" is created and executive produced by Mark Cronin and Cris Abrego for 51 Minds Entertainment, LLC. an Endemol Company, who also produce the record-breaking series "Rock of Love," "Flavor of Love," "Charm School," "I Love New York," "The Surreal Life" and "My Fair Brady." The production teams' programming launched VH1 into their highest ratings ever and their ratings continue to outperform their previous successes. Ben Samek, Matt Odgers, and Tim Scott also executive produce for the series and the company.

Jeff Olde, Jill Holmes, and Kristen Kelly oversee the series for VH1.

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 95 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.