

Diddy Announces Online Submissions for Starmaker (NEW MTV SHOW)!!

New York, New York October 2, 2008 MTV teams up with entertainment powerhouse Sean Combs and revolutionary, Emmy Award winning producer Mark Burnett for the brand new reality series "StarMaker." The new series will set out to find the next history making superstars. MTV and Sean Combs have been developing "StarMaker" since fall of '07 and made the decision to bring Mark Burnett on board this spring. "StarMaker" is greenlit for January 2009. "StarMaker" will showcase aspiring solo artists who will compete with the added pressure of living together.

In the new series Sean Combs will continue to do what he does best on the hit series "Making The Band," spot the best talent while pushing them to their limits. But in this new format both men and women will be competing as individuals for the top spot. Sean Combs' hand picked team of star makers will put them through the rigors of "StarMaker" boot camp which extends well beyond just a contestant's ability to sing.

In addition to having to perform in front of an audience each week the contestants will be tested on how well they handle photo shoots, deal with paparazzi, physically perform on stage and more. "It's a privilege to partner with Mark Burnett on my latest television venture. He is one of the industry's best. I am confident that we will do great things together with "StarMaker" and beyond," remarks Sean Combs. "I'm looking forward to collaborating with MTV and Sean Combs on this new project" said Mark Burnett. "StarMaker will open the door to the tremendous amount of talent out there just waiting to be discovered.

We've created a platform that will allow new and emerging artists a chance to showcase their talents to some of the industry's best." "Sean Combs and Mark Burnett are leaders in the entertainment industry and have both been an integral part of MTV's success throughout the years," said Tony DiSanto, EVP Series Development & Programming, MTV. "Getting these two titans of media together, with their long history of hits across platforms but especially in TV and music is a formula for spectacle, drama and the unexpected." Emmy nominated executive producer for "Raisin in the Sun," Sean Combs is the ultimate American entertainer and entrepreneur, while wearing many different hats as record producer, CEO, clothing designer, actor, rapper and much, much more.

He's made hit records, huge business deals, designer clothing and founded the chart-topping artists Danity Kane and Day26. "StarMaker" will join an already impressive roster of television shows that Sean Combs has executive produced including the hit MTV series "Making The Band," "Run's House" and the most recent VH1 show that he created "I Want to Work For Diddy." One of the driving forces behind reality television and a true visionary, Mark Burnett has enjoyed a long history of executive producing Emmy Award-winning television, with "Survivor" (CBS) "The Apprentice" (NBC), "Rock Star" (CBS), "Contender" (ESPN) and "Are You Smarter Than A Fifth Grader?" (FOX).

In 2007 and 2008, Burnett produced the MTV Movie Awards and will again in 2009. Burnett's entrepreneurial spirit pioneered the success of the reality "unscripted" drama series, garnered skyrocketing ratings and introduced millions worldwide to an entirely new television genre. "StarMaker" is executive produced by Sean "Diddy" Combs, Mark Burnett and Audrey Morrissey. Co-executive producers are Jim Roush and Lee Metzger and Jane Mun is supervising producer. Tony DiSanto, Liz Gateley and Jacquelyn French serve as Executive Producers for MTV.

SEAN COMBS, the CEO and founder of Bad Boy Worldwide Entertainment Group is a multifaceted entertainment powerhouse. Sean "Diddy" Combs was recently declared "One of the Most Influential Businessmen in the World" by Time Magazine and CNN. Combs, 38 oversees one of the world's preeminent urban entertainment companies, encompassing a broad range of businesses including recording, music publishing, artist management, television and film production, recording facility, apparel and restaurants. About Mark Burnett Productions Mark Burnett Productions (MBP) has produced over 1,100 hours of television programming which regularly airs in over 70 countries around the world.

MBP revolutionized television with hits such as Survivor (CBS), The Apprentice (NBC), The Contender (ESPN), Rock Star (CBS), Are You Smarter Than a 5th Grader? (FOX), which is currently being produced in 51 countries and the daytime syndicated hit Martha (about to begin its 4th season). In the summers of 2007 and 2008, MBP entered the world of Award Shows, when Mark Burnett served as executive producer for the MTV Movie Awards. Since 2001, MBP has garnered a total of 51 Emmy nominations with 5 wins, and has won 4 People's Choice Awards.

Mark Burnett has been named one of the most influential people in the world by TIME magazine and named TV Guide's most valuable player. He has won both BRANDWEEK'S Marketer of the Year Award and the prestigious ROSE D'OR FRAPA Format Award. In 2007, Mark Burnett was inducted into the Broadcasting and Cable Hall of Fame. In 2008, Mark was honored with the announcement that he is to receive a star on the Hollywood walk of fameApprentice 8.

About MTV MTV is the dynamic, vibrant experiment at the intersection of music, creativity and youth culture. For over 26 years, MTV has evolved, challenged the norm, and detonated boundaries – giving each new generation a creative outlet and voice that entertains, informs and unites on every platform

and screen. On-air, MTV has been the number one rated 24 hour ad-supported cable network P12-24 for 16 straight years. Online, MTV.com scored double-digit growth in 2007 and MTV launched ten dynamic online communities and six new virtual worlds. On the go, MTV Mobile is the #1 music brand in the wireless space ? delivering 90% more streams than in 2006. And MTV?s successful sibling networks MTV2, mtvU and MTV Tr3s each deliver unprecedented customized content, super-serving music fans, college students and young American Latinos like no one else.