



press releases

MTV'S 'THE REAL WORLD' IS TURNING 25 AND RETURNING TO SIN CITY AS SEVEN ROOMMATES TAKE OVER HARD ROCK HOTEL & CASINO IN MARCH 2011

The Real World: New Orleans Finale Was #1 Cable Telecast Of The Day Among F12-34

"The Real World," which revolutionized MTV and created reality TV as we know it, is turning 25 and is ready to celebrate in style as seven strangers take over Hard Rock Hotel & Casino in Las Vegas. In true Real World fashion, a high roller's suite in Hard Rock Hotel & Casino will be transformed into the ultimate party loft as the series premieres in the 1st quarter of 2011. The news comes following a strong season for "The Real World: New Orleans," averaging nearly 2 million viewers, a 25% increase versus last season.

"The Real World: New Orleans," which aired Wednesday's at 10pm ET/PT on MTV ranked as Wednesday's #1 cable program in the 10p-11p time period amongst viewers p12-34.

"As 'The Real World' starts production on its 25th season, we are excited to bring the series back to Las Vegas – a city that MTV's viewers love," said creator and Executive Producer Jon Murray. "Hard Rock Hotel & Casino is a fantasy destination and will undoubtedly serve as the eighth roommate and we can't wait to see what Sin City has in store during this monumental season."

"We are very excited to partner with MTV and their hit reality show series 'The Real World' for the 25th season in Las Vegas," said Joseph A. Magliarditi president and chief executive officer of Hard Rock Hotel & Casino. "We recently completed our \$750 million expansion which includes the addition of SKYBAR, Reliquary Spa and a luxury suite tower. We look forward to hosting the new cast."

"The Nevada Film Office is very excited to have MTV's 'The Real World' return to Las Vegas. The first time here proved to be excellent exposure for the city and the NFO is always happy to assist any MTV production that visits our state," added Charlie Geocarlis, Director of the Nevada Film Office.

"The Real World" launched the modern reality television genre and is the longest-running reality series in history. Past seasons have taken place in New York, Los Angeles, San Francisco, London, Miami, Boston, Seattle, Hawaii, New Orleans, Chicago, Las Vegas, Paris, San Diego, Philadelphia, Austin, Key West, Denver, Sydney, Hollywood, Brooklyn, Cancun, D.C. and New Orleans. The first season, set in New York City, debuted in 1992. Each season, the show brings seven young adults to live together in a new city and the cameras roll 24-7, witnessing as their lives intersect, their ideas are challenged and their passions emerge.

"The Real World" was created for MTV by Jon Murray and Mary-Ellis Bunim of Bunim-Murray Productions. Jon Murray and Jim Johnston serve as Executive Producers of "The Real World: New Orleans." Jacquelyn French is the MTV executive overseeing the project.

About MTV:

MTV is the dynamic, vibrant experiment at the intersection of music, creativity and youth culture. For over 28

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 is the number one full day-ad supported network for P12-24. Online, MTV.com averaged 24.5 million monthly unique visitors during the second quarter of 2010—up +13% year-over-year. Average video streams for the second quarter of 2010 increased +8% from Q1/2010. And MTV's successful sibling networks MTV2 and mtvU each deliver unprecedented customized content, super-serving young males, music fans, and college students like no one else. MTV is part of MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), one of the world's leading creators of programming and content across all media platforms. Wanna know more? Come on in... <http://www.mtvpress.com>

About Bunim-Murray Productions:

Bunim-Murray Productions is the leading producer of innovative entertainment content. The company is widely credited with creating the reality television genre with its hit series *The Real World* (now in its 24th season on MTV). BMP continued to innovate with the first reality game show, *Road Rules*, in 1995, the first reality sitcom, *The Simple Life*, in 2003, and the first reality soap opera, *Starting Over*, in 2003. Bunim-Murray's current programming includes *The Bad Girls Club* and *Love Game* (Oxygen), *Keeping up with the Kardashians*, *Kourtney and Khloe Take Miami* and *The Spin Crowd* (E!), *The Real World/Road Rules Challenge* (20th season on MTV), and *Project Runway* (Lifetime). Launched in 2006 to better reach the Digital Generation, Bunim-Murray's M Theory Entertainment is a spin-off entity focusing on new media initiatives. In 2007 Bunim-Murray launched BMP Films, a film division, which premiered its first documentary, *Autism: The Musical*, at the 2007 Tribeca Film Festival, and its first scripted film *Pedro*, at the 2008 Toronto Film Festival, which made its television debut on April 1, 2009 on MTV. *Autism: The Musical* premiered to rave reviews on HBO on March 25, 2008 and won 2 Primetime EMMY awards. The company's second documentary, *Shadow Billionaire*, premiered at the 2009 Tribeca Film Festival. In 2008 Bunim-Murray Productions formed M Music, a music management division, with its first band, *A Cursive Memory*, signing with Vagrant Records. Bunim-Murray Productions is based in Van Nuys, CA. It was founded in 1987 by Jonathan Murray and the late Mary-Ellis Bunim and joined Banijay Entertainment in 2010.

About Hard Rock Hotel & Casino:

Hard Rock Hotel & Casino, owned and operated by Morgans Hotel Group Co. (NASDAQ: MHGC) and equity partner DLJ Merchant Banking Partners, is a premier destination entertainment resort situated on 26 acres in Las Vegas. Built in 1995, the property recently completed its \$750 million expansion in early 2010. Hard Rock Hotel & Casino offers an energetic entertainment and gaming experience with the services and amenities associated with a boutique luxury resort hotel. The property is known for its innovative nightlife and music scene where such acts as The Rolling Stones, Bon Jovi, Paul McCartney, Incubus, Nine Inch Nails and The Killers have all performed. Features of the property include an 11-story Hard Rock Hotel tower with 640 guest rooms, 17-story Paradise Tower with 490 rooms and suites and the all-suite HRH Tower with 359 suites, eight spa villas and seven penthouse suites; 72,000 square feet of casino space; 80,000 square feet of flexible meeting and convention space; the luxurious Vanity nightclub; Reliquary Water Sanctuary & Spa; BrannonHair salon; 4.8 acres of tropical pool paradise; Rehab, the trendsetting Sunday afternoon pool party; The Joint by Rogue concert venue, home to Supernatural Santana: A Trip Through the Hits; Hart & Huntington Tattoo Co.; Poker Lounge; restaurants including Rare 120 steakhouse, the Tuscan-style Italian eatery AGO, world-renowned Nobu, Johnny Smalls, Pink Taco and Mr. Lucky's 24/7 diner; numerous cocktail lounges; several retail stores; and the Rock Spa/Health Club, a state-of-the-art fitness center. For room availability and additional information call 800.HRD.ROCK (800.473.7625) or visit

<http://www.hardrockhotel.com>.

contacts

Tamika Young

tamika.young@mtvstaff.com

212.846.7625

[Download Tamika's vCard](#)