



For Immediate Release

JUST IN TIME FOR SUMMER –

“SUPERNANNY” PREMIERES ON UP

UP’s 3-Day ‘Supernanny’s Blow UP Bash’ airs

Friday, July 4th through Sunday, July 6th

The Hit Show “Supernanny” to Join UP’s Prime Time Lineup

Beginning Monday, July 7th

ATLANTA – July 1, 2014 – UP, the television network dedicated to uplifting viewers every day, announced today the newest addition to its growing prime time lineup -- the former ABC series -- “Supernanny.” The network has licensed off-network cable rights to 116 episodes from the show’s six seasons in an agreement with the Disney/ABC Television Group. The hit show will premiere on UP in a ‘Supernanny’s Blow UP Bash’ marathon on Independence Day weekend beginning Friday, July 4th and running through Sunday, July 6th before settling into its regular weeknight time slot at 7:00 and 8:00 p.m. EDT, starting Monday, July 7th.

“As the family-friendly entertainment television destination, our viewers depend on us for highly entertaining, contemporary content the entire family can enjoy,” said Charley Humbard, president and CEO, UP. “The hugely popular show ‘Supernanny’ with Jo Frost at the helm, provides a transformational journey for the entire family. ‘Supernanny’ perfectly fulfills a promise of our brand to give our viewers ‘life lessons’ they can use. It is an inspiring and empowering journey to watch and one that aligns perfectly with our network’s mission to uplift viewers every day.”

Supernanny is the answer to every stressed parent’s dreams. In each one-hour episode, Jo works miracles on desperate parents who are struggling with badly-behaved children by dispensing practical, no-nonsense rules that transform their children’s wild ways and brings families back from the brink. The Jo Frost method gives parents the know-how to tackle any problem area, be it mealtime, bathtime, bedtime, bedwetting, homework, sibling rivalry,

aggressive behavior, and other challenges that vex parents every day. In an era where parents are bombarded with conflicting or guilt-laden messages at every turn, and sometimes obey their kids' commands rather than the other way around, this is an upbeat, back-to-basics approach to restoring harmony and authority in the home.

With more than 25 years of experience in the family arena, Frost, America's leading parenting expert and former professional nanny, became a global household name with the success of her hit television shows "Supernanny," "Extreme Parental Guidance," and last summer's "Family S.O.S. with Jo Frost." She has proven her ability to calmly rein in unacceptable conduct and bring peace and stability to any home. New York Times bestseller Frost is the author of seven insightful parenting guides and is a huge proponent for early education advocacy. Her newest book *Jo Frost's Toddler Rules: Your 5-Step Guide to Shaping Proper Behavior* lends invaluable methods to help tame toddler tantrums and curb troublesome behavior -- from mealtime struggles to bedtime battles, and everything in between. She lives in Los Angeles, and travels worldwide speaking to a variety of audiences, in addition to contributing to global family and parenting magazines.

The hit series "Supernanny" aired on ABC for six seasons from 2005 - 2011. Jo Frost stars. Nick Powell created and executive produced both the American and British versions of the show. Nick Emmerson and Stephanie Schwam were also executive producers on the American version. "Supernanny" was a production of Shed Media.

Follow our cast at:

- www.UPTv.com/Supernanny
- Jo Frost on Twitter [@Jo_Frost](https://twitter.com/Jo_Frost) or online at JoFrost.com

About UP

UP, America's favorite network for uplifting entertainment is a 24-hour television network that provides high-quality, diverse, family-friendly programming, including original and premiere movies, theatricals, drama and comedy series, music and holiday specials. UP can be seen in 67 million homes in high definition (HD) and standard definition (SD) on cable systems including Bright House Networks, Cablevision, Charter, Comcast, Cox Communications and Time Warner Cable, as well as DIRECTV (Channel 338), DISH Network (Channel 188) and Verizon FIOS (Channel 224). As part of its mission to entertain and uplift, the network's pro-social initiative "Uplift Someone" reminds and inspires people to do simple acts of kindness. UP is also a service provider to its sister network ASPIRE. Based in Atlanta, UP is a division of UP Entertainment, LLC, which also offers gMovies, the first faith-friendly streaming movie service. Follow UP on the Web at www.UPTv.com, on Facebook at <https://www.facebook.com/UPTv>, Twitter on [@UPtv](https://twitter.com/UPtv) and Instagram at UP_TV.

About Disney/ABC Television Group

The Disney/ABC Television Group is composed of The Walt Disney Company's (NYSE: DIS) global entertainment and news television properties, owned television stations, and radio business. This includes ABC, ABC Studios, ABC News, ABC Owned Television Stations Group, Disney Channels Worldwide and ABC Family, as well as

Disney/ABC Domestic Television and Disney Media Distribution. The Company's equity interest in A+E Networks and Hulu round out the Group's portfolio of media businesses.

Follow our cast at:

- www.UPtv.com/Supernanny
- Jo Frost on Twitter [@Jo_Frost](https://twitter.com/Jo_Frost) or online at JoFrost.com

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