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**WHERE HOT MEETS HOPEFUL...MTV'S NEW REALITY DRAMA
"8th & OCEAN" PREMIERES MARCH 7**

**Series Gives Viewers Behind-the-Scenes Look at Seemingly Glamorous
Lives of Up-and-Coming Models in Miami Beach**

New York, NY, February 6, 2005 – Every year thousands of potential models converge on the sun-drenched, bikini-clad town of South Beach with the hopes of making it big. However, ultimately only the strong will survive and MTV's cameras are there to capture all the excitement when the new reality drama series, "**8th & Ocean**" premieres Tuesday, March 7 at 10:30 PM (ET/PT).

With the look and feel of a scripted drama, a style first seen on MTV's hit series "Laguna Beach," "8th & Ocean" follows the lives of emerging male and female models as they try to make it in the cut-throat world of fashion. The reality series features 10 young, beautiful people living in agency-owned apartments as they hustle off to casting calls and client go-sees while enjoying the seductive South Beach scene. Their agency, Irene Marie, a pioneer in the modeling industry in South Beach, and its booking agents work to guide these naïve and often insecure models in the hopes of turning them into successful pros. Exposing innocence lost, sibling rivalry, players and party boys alike, "8th & Ocean" will keep viewers riveted with a variety of storylines. And with six girls in one apartment and four guys in another, competition and emotions are sure to boil over in these tight quarters.

"We're really excited about '8th & Ocean,' a reality drama with the feel of an indie film," said Tony DiSanto, Executive Producer on 8th & Ocean. "The models are dynamic, their stories are compelling, and you couldn't ask for a better location -- South Beach is more than just a backdrop, it is a character in the show."

Beginning February 7, viewers can go to MTV.com to view the "8th & Ocean" trailer, profiles on the cast and flip books. In addition, every week, beginning with the premiere episode, fans can check out the weekly series "8th & Ocean: The After Show" on MTV's Overdrive for never-before-scene footage and exclusive interviews with the cast.

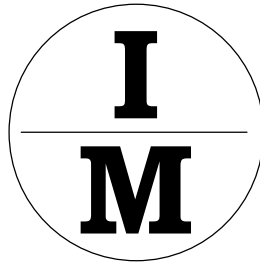
Meet the female models:

Britt – A fresh faced girl from Kansas City, Britt has led a fairly sheltered life. Will her wide-eyed curiosity and the tempting scene in Miami Beach lure this innocent beauty into trouble?

Kelly – She outshines her twin sister Sabrina nabbing all the high-profile modeling gigs and causes tension by unabashedly bragging about her success.

Sabrina – Although she's very competitive, Sabrina is clearly the underdog twin. She lacks the confidence to earn the big paying jobs. Will she ever be able to come out from her sister's shadow?

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Tracie – The senior model of the bunch, with more than 8 years under her belt, is watching her career slow down and bookings are now few and far between. Will she be able to hang with the new crop of models or will they steal her thunder?

Briana- This Army brat has a tough exterior but is gentle and kind under it all. Her worldly experiences growing up benefit her as she carries herself with confidence and sex appeal that helps her book gigs almost every time.

Talesha – Strong, confident and outspoken, she’s the first to start an argument. And she’s not just beautiful to look at, she also has a spectacular voice and would love juggle careers in both modeling and singing.

Meet the male models:

Adrian – Born and raised in Santiago, Chile, Adrian’s favorite perk from modeling can be summed up in one word – Girls! He loves to use his Latino charm to woo the ladies.

Vinci – This Puerto Rican heartthrob graces the covers of some of the hottest magazines but his smooth ways are constantly getting him in trouble with the ladies. And his lazy work ethic causes problems with the bookers.

Teddy – Teddy is Vinci’s partner in crime...to call these guys each other’s wingman is an understatement. All he has to do is flash those innocent baby blues and the girls flock to him.

Sean – Discovered while working at an Arby’s taking out the trash, Sean now considers himself a player. He carries a zest for life along with a big ego.

“8th & Ocean” was created by Liz Gateley. Tony DiSanto, Liz Gateley, Andrew Hoegl and Jonathan Singer are Executive Producers. Billy Taylor serves as Co-Executive Producer. Nicole Vorias serves as the Development Executive for “8th & Ocean.” George McTeague is Supervising Producer.