

REAL SIMPLE[®]

TELEVISION

press release

Real Simple returns for its second season on PBS with more smart solutions to make life easier

LIFE STRATEGIES SERIES WELCOMES NEW CO-HOST DENA QUERUBIN-BLIZZARD

NOVEMBER 2006 – Should you really splurge on that handbag? Can you eat a healthy meal when fast food is the only option? Looking to create a home office that's both efficient and attractive? *Real Simple*, the popular PBS life strategies show, returns for its second season, offering solutions to everyday challenges like these, and more. Tune in to 26 brand-new episodes beginning Saturday, January 6, 2007 (check pbs.org/realsimple/airdates or local listings).

“Seventy-five percent of women tell us they’re always doing more than one thing at a time. *Real Simple* is packed with helpful tips and smart strategies to help them navigate their busy lives,” explains Executive Producer Ilene Richardson. “Featuring three accessible hosts and an array of guest experts sharing practical solutions in a fun and relaxed format, *Real Simple* has become a ‘one-stop’ viewing destination unlike anything else on TV today.”

This year, Dena Querubin-Blizzard joins co-hosts Rob Keefe and Cydnee Welburn on *Real Simple*. Dena, a busy mother of three, brings an upbeat perspective and a true understanding of the challenges viewers at home tackle every day.

Exploring a wide range of content, the three hosts will engage with experts across the country – visiting Chicago, Dallas, Los Angeles, Miami, Minneapolis, New York, Phoenix, Sacramento, and Seattle – sharing *Real Simple* solutions along the way; inspirational personal profiles add a warm feeling of community and serve as an emotional touch point for the series.

Real Simple is produced by Real Simple Productions Inc. and presented on PBS by WGBH Boston. Executive producer is Ilene Richardson. Series underwriters are The Container Store, L’Oréal Paris, and TIAA-CREF.

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