

Red-carpet game first for TV Guide

By Kimberly Nordyke

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TV Guide Network is getting into the original game show business for the first time, greenlighting a red carpet-based series titled "Celebrity Says!"

The network has ordered 65 half-hour episodes of the series, produced by City Lights Tele-vision and hosted by Dave Holmes ("Reno 911!" "Say What? Karaoke"). "Celebrity Says!" will spotlight stars via footage captured by TV Guide on the red carpet. Three contestants will be challenged on how well they know celebrities through a series of questions the stars have been asked on the red carpet.

The series, which begins filming in Los Angeles this month for a first-quarter debut, also will feature themed episodes, including "Hollywood Sex Symbols," "Hollywood's Funniest" and "Most Hated Villains."

TV Guide Network president Ryan O'Hara said the show will fit well with the channel's brand.

"Our highest-rated programming is our red-carpet (coverage)," he said. "For us, this is just a great concept, and it was the right time to launch our first-ever original game show."

He said the show will be stripped weeknights and be repeated during the day.

"What's unique about it is that we can launch out of our red-carpet (programming) and use the red-carpet coverage to promote the show," he said. "We have the ability to ask stars fun and candid questions."

For his part, City Lights TV president Dave Noll described "Celebrity Says!" as "fresh" and "fun."

TV Guide is at red carpets ranging from awards shows -- Lisa Rinna and Joey Fatone will be interviewing celebrities at upcoming shows including the SAG Awards, the Golden Globes, the Grammys and the Oscars -- to film premieres and other Hollywood events.

TV Guide also has on its upcoming slate a daily entertainment newsmagazine launching in the first quarter titled "Hollywood 411."