



INSP Announces Agreement With NBCUniversal for the Exclusive Cable Rights to Air THE VIRGINIAN as the Show Celebrates Its 50th Anniversary

THE VIRGINIAN will air during INSP's western programming block, SADDLE UP SATURDAY.

Indian Land, SC – [INSP](#) today announced the signing of a multi-year agreement with NBCUniversal Cable and New Media Distribution for the exclusive basic cable rights for THE VIRGINIAN. The announcement was made by Doug Butts, SVP Programming, INSP.

"It is exciting to announce that INSP now is the exclusive cable home of THE VIRGINIAN," said Butts. "This is fantastic timing: 2012 marks the 50th anniversary of THE VIRGINIAN and we can't think of a better time to add this beloved classic to our [Saddle Up Saturday](#) block."

Butts continued, "This partnership between INSP and NBCU provides our audience with the kind of programming they have come to expect from us. THE VIRGINIAN, along with other classics already airing on INSP such as Bonanza, The Big Valley, Dr. Quinn Medicine Woman and Little House on the Prairie, offers our viewers an ongoing message – one that celebrates honesty, hard work and wholesome values."

James Drury, "The Virginian" himself, agrees.

"I am thrilled that THE VIRGINIAN is coming back to television," said Drury. "And there's no better place to call home than INSP. They have brought back so many of the shows that America still loves and THE VIRGINIAN is sure to fit right in with their western lineup. INSP and THE VIRGINIAN prove that good television never goes out of style."

Ashley Kraska, Director of Sales, NBCUniversal Cable & New Media Distribution added, "THE VIRGINIAN fits perfectly with INSP's family programming brand and we are delighted that viewers will be able to enjoy this classic series on the network."

Initially aired in September 1962, [THE VIRGINIAN](#) was the first 90-minute, color western series on TV. It holds the record as the third longest-running western series in television history (after Bonanza and Gunsmoke). Fans of the show span the globe and boast a resurgence of viewers in the international marketplace.

Saddle Up Saturday is the exclusive home to several western series, including THE VIRGINIAN. The launch will be celebrated with an all-day marathon of the show on September 22nd beginning at 1pm ET. The series joins the regular Saturday lineup on September 29th. In addition, THE VIRGINIAN will air during the Monday-Friday entertainment block.

INSP is available in more than 70 million households across the U.S. on more than 2,800 cable systems and on Dish Network channel 259, DirecTV channel 364, AT&T U-verse channel 564 and Verizon FiOs channel 242. Viewers can check their local program guides for channel information or visit [www.insp.com](#).