



FOR IMMEDIATE RELEASE

NO BRO LEFT BEHIND: MTV AND MTV2 RELEASE THE ULTIMATE GUY'S E-GUIDE TO FLEXING YOUR MANHOOD

MTV2 and MTV Books Release Interactive eBook *Guy Code: Unleash Your Manhood* on iTunes

TWEET IT: Make sure no bro gets left behind. Download the #GuyCode eBook from the @iBookstore bit.ly/16MOugF @MTV2GuyCode @MTV2

NEW YORK, NY (May 22, 2013)—The third season of *Guy Code* may be over, but MTV2 remains dedicated to making sure no bro gets left behind with the release of the hilarious, interactive e-book *Guy Code: Unleash Your Manhood* available on iTunes (MSRP: \$4.99).

We know you still have questions about manscaping, fighting, sexting, the Friend Zone and other topics that impact every guy's life and you know we've got your back.

Any guy's ideal companion, *Guy Code: Unleash Your Manhood* addresses fifteen of the show's most useful codes with the help of the show's cast, including **Donnell Rawlings, Jon Gabrus, Damien Lemon, Lil Duval, Charlamagne Da God, Melanie Iglesias, Andrew Schulz, April Rose, Jordan Carlos and Lisa Ramos**. And the book isn't just for men; it gives women an inside look at what every guy contends with.

"If you haven't read this book yet, you suck. That is scientific fact," says Josh Lieb, former Executive Producer of *The Daily Show*. "This book changes everything for guys. It's like the bible, but without the guilt or weird incest stories. And that is my kind of bible."

Designed specifically for the iPad, the book contains a ton of content: interactive quizzes that chart your progress and provide instant feedback; more than 20 videos with the *Guy Code* cast; hilarious audio examples of what should and shouldn't be said in cases of rejection; instantly shareable text to unlock the code up to as many friends as possible; and other enhanced content.

The regular e-book edition of *Guy Code: Unleash Your Manhood* is also available for the Kindle and the Nook.

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ABOUT MTV BOOKS:

MTV Books publishes a wide range of fiction and pop-culture titles including the *New York Times* bestsellers *The Perks of Being a Wallflower*, *The Heroin Diaries* by Nikki Sixx, *From Pieces to Weight* by 50 Cent, and *Tupac: Resurrection*.

ABOUT MTV2:

MTV2 targets young men with smart, funny and relevant content, including comedic, music and action-oriented original programming such as "Guy Code," "Mac Miller and The Most Dope Family," "Nitro Circus Live," "The DUB Magazine Project," "Hip Hop Squares," the weekly hip hop show "The Week in Jams," and the return of "Nick Cannon Presents Wild 'N Out" in 2013.

Available in approximately 80 million homes MTV2 is man's best friend. Since its launch in 1996, the network has reflected the subversive interests and behaviors of young men with a compelling and diverse programming line-up inspired by ordinary guys who do extraordinary things. MTV2 is a unit of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms. For more information, go to www.mtvpress.com or follow us on Twitter @MTVPress.

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