

MTV REINVENTS ICONIC SERIES 'FEAR FACTOR' WITH GLOBAL SUPERSTAR AND PRODUCER LUDACRIS AS HOST

LOCAL PERSONALITIES SHARE THEIR MILLENNIAL FEARS AND FACE STARTLING DARES FROM MTV

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SUMMARY

Are you ready to face your fears this November? MTV Asia is giving viewers the chance to conquer their fears head on with a refresh of the break-through series "Fear Factor". Ludacris will host the new installment, which is set to feature new stunts inspired by urban legends, popular scary movies and viral videos from today's cultural zeitgeist. Through trials of trust and torment, the contestants will confront their fears and take action against some of their biggest stressors. Will they survive beyond the squeals and squirms? Find out in the all new season of Fear Factor on MTV Asia, which premieres on Tuesday, 21 November at 7pm (WIB), 8pm (SG) and 9pm (MY). Catch the encore telecast every Sunday at 2pm (WIB), 3pm (SG) and 4pm (MY).

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"I am excited to kick off my partnership with MTV, starting with the relaunch of 'Fear Factor' which will be even more insane and ludicrous than what you remember," said Ludacris. "This will be the first of many great projects together!"

MTV FEAR CHALLENGES WITH PERSONALITIES

In Asia, MTV put a spin on the Fear Factor series by inviting Asian personalities, including Falling Feathers, David from M1ld1fe, and Veek and Edwin from The Summer State, to take part in the MTV Fear Challenges. From sharing their millennial fears, to taking part in a 'fear quiz'; these personalities also had to step out of their comfort zones and go head to head in some 'tasty' MTV Fear

Challenges.

Stay tuned to MTV through December to find out the reigning artist bold enough to overcome all the tasks.

Multi-platinum recording artist, producer and actor Chris “LUDACRIS” Bridges has sold more than 15 million albums and starred in the eighth installment of the global box-office hit franchise, “Fate of the Furious”. His other feature film credits included Universal Pictures’ “Furious 7,” “Fast & Furious 6,” “Fast Five,” “2 Fast 2 Furious,” “Crash,” “Hustle & Flow” and “Law & Order: Special Victims Unit.”

About MTV

MTV is the world’s biggest youth entertainment brand. With a global reach of nearly 785 million households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. Outside of the United States, MTV is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world’s leading creators of programming and content across all platforms. For more information about MTV in Asia, visit www.mtvasia.com.



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ABOUT VIMN ASIA PRESS

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