



Betty White's Off Her Rocker for NBC



"With OFF THEIR ROCKERS, White continues to spread her message—that getting older doesn't mean getting less funny" (TV.com).

"An outrageously funny hidden camera show unlike anything viewers have ever seen...It's clear that White and her gang are ready to take the world by storm" (Eclipse Magazine).

"The show has a feel-good tone to it, ably narrated and pushed along by interstitial videos featuring White being her typically charming and sassy self" (Huffington Post).

NBC's special sneak preview of BETTY WHITE'S OFF THEIR ROCKERS on Jan 16th, 2012 made #1 in its time slot and scored NBC's highest viewership in this slot in 28 months. It is NBC's 2nd highest rated non-scripted show, and the 3rd highest half hour series of the season, reaching a total 12.2 million households.

FACTS ON THE PREVIEW OF BETTY WHITE'S OFF THEIR ROCKERS:

- Scored #1 in its time slot
- Up 121% (total viewers, 13% demo) compared to last week's episode of "Fear Factor"
- Up 97% (total viewers, 44% demo) compared to last year's program in that slot
- NBC's highest viewership in that time slot in 28 months
- NBC's 2nd highest rated non-scripted show the season
- NBC's 3rd highest rated half-hour program of the season
- Outperformed ABC's "The Bachelor", FOX's "Alcatraz" and CBS's "Mike & Molly"
- The rerun reached 4,78 million viewers (3% demo), scoring #1 in its time slot
- Trailer on Youtube scored 91.616 clicks within 3 days

About BETTY WHITE'S OFF THEIR ROCKERS

American icon and seven time Emmy Award winner Betty White is hitting the streets as the ringleader of a fearless gang of white-haired seniors with a mission: to play the most hilarious pranks possible on an unsuspecting younger generation. It is payback time!



BETTY WHITE'S OFF THEIR ROCKERS is based on International Emmy Award and Rose d'Or winning comedy BENIDORM BASTARDS. Created by Tim van Aelst, "Benidorm Bastards" have already been sold to more than 20 countries, including "Old Ass Bastards" (ProSieben/Germany), "Rollator Banden" (SBS/Denmark), "Bingobanden" (TV Norge/Norway), "Off Their Rockers" (FOXTEL/Australia) and "JeulGeoUn In Seng" (tvN/South Korea).