



VANILLA ICE ROCKS OUT WITH A SECOND SEASON OF DIY NETWORK'S

"THE VANILLA ICE PROJECT"

***Sophomore Series Featuring Rap and Home Renovation Star Vanilla Ice
Premieres Saturday, January 21 at 10 p.m. ET; "Ice My House" Special Kicks-Off the Night at 9 p.m. ET***

NEW YORK – January 12, 2012 – Renegade home renovator and 90s' pop icon **Vanilla Ice** and his crew are back for a second season of hardcore renovations as they take on a new Palm Beach mansion in need of some serious remodeling. DIY Network's popular primetime series kicks off with two premiere episodes on **Saturday Jan. 21 at 10 p.m. ET** after a one-hour special, ***Ice My House***, on **Saturday Jan. 21 at 9 p.m. ET**, documenting a \$30,000 personal room renovation for one lucky Dallas couple selected by Vanilla Ice and his trailblazing team.

"I love flipping house's with my crew and turning a neglected mansion into a modern state-of-the-art, one-of-a-kind pad," said Rob Van Winkle, better known as **Vanilla Ice**. "We pulled off an amazing renovation last year and you won't believe what we are pulling off this season."

This January, Van Winkle puts his over 15 years of home improvement experience to the test as he tackles a new Palm Beach area home in complete disrepair. With the help of his crew of contractors, Wes, Handsome Dan, Jeremy and Frank, Van Winkle and his entourage chase down the hottest home improvement trends and technology to rebuild this mega mansion in need of a major facelift. From transforming a corroded mansion pool into the ultimate backyard oasis to taking on a front yard like never seen before, Van Winkle and his crew are back with a vengeance. Whether breaking down walls or having fun with power-tools, Van Winkle and his all-star team prove that anything is possible when you work hard and play hard.

In the one-hour ***Ice My House*** special, Van Winkle goes into suburban America, like never before, for a surprise rock star room renovation. Van Winkle and his motley crew transform the small guest house of Dallas' Sean and Erica Heatley's mid-century modern home and create an off the hook hangout for family and friends that every viewer wishes they had.

After his chart topping hit "Ice Ice Baby," Van Winkle turned his focus to a new hobby – buying land and flipping houses. He's renovated old homes and foreclosures, and taught himself the basics through hands-on experience, research and over a decade's worth of knowledge. The first season of DIY Network's ***The Vanilla Ice Project*** premiered to critical-acclaim in October 2010. For more information, visit www.DIYNetwork.com/VanillaIce.

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ABOUT DIY NETWORK

DIY Network, from the makers of [HGTV](#) and [Food Network](#), is the go-to destination for rip-up, knock-out home improvement television. DIY Network's programs and experts answer the most sought-after questions and offer creative projects for do-it-yourself enthusiasts. One of the fastest growing digital networks and currently in more than 56 million homes, DIY Network's programming covers a broad range of categories, including [home improvement](#) and [landscaping](#). The network's award-winning website, DIYNetwork.com, is a leader in the Nielsen Online Home and Garden category and features multiple resources, including thousands of do-it-yourself home improvement projects, expert advice, how-to videos and images, and user-friendly reference guides with step-by-step instructions.

MEDIA CONTACTS:

DIY Network (Knoxville Headquarters):

Brandii Toby-Leon, btoby@diynetwork.com or 865.560.4280

Rogers & Cowan (DIY Network's New York PR Agency):

Maggie Gallant, maggie.gallant@rogersandcowan.com or 212.445.8415



"ICE MY HOUSE SPECIAL"

Ice My House

Premiere: Saturday, Jan. 21 at 9 p.m. ET

Expert Host: Vanilla Ice (a.k.a. Rob Van Winkle)

Vanilla Ice is back, and this time he's renovating your home. In the inaugural Ice My House contest, thousands of viewers submitted video entries, but only one lucky couple from Dallas received the ultimate grand prize—a \$30,000 personal room renovation by Vanilla Ice and DIY Network. In this one-hour special Vanilla Ice and his team renovate and transform the winner's neglected guest house in need of structural renovations, new gas lines and electrical wiring, into a livable and entertaining space.

"THE VANILLA ICE PROJECT" SEASON 2

Premiere: Saturday, Jan. 21 at 10 p.m. ET

Regular Time Slot: Every Saturday at 10 p.m. ET

Expert Host: Vanilla Ice (a.k.a. Rob Van Winkle)

Rock star and home improvement all-star Vanilla Ice and his crew are back for another season of info-taining renovations as they tackle a new, busted-up Palm Beach mansion. This time, Vanilla Ice's imagination runs wild as he chases down the hottest home-improvement trends and technology. But first, he's going to move walls, tear out the shoddy work, and build this house up from the studs, and his team of contractors have his back every step of the way.

The Vanilla Ice Project 201: The Art of Curb Appeal

Premiere: Saturday, Jan. 21 at 10 p.m. ET

It's all about curb appeal as host Vanilla Ice (a.k.a. Rob Van Winkle) and his crew take the front yard to the top by adding custom gates, killer landscaping, a helicopter landing pad, and lights to make it shine – even at night!

The Vanilla Ice Project 202: The Crazy Lazy River Pool

Premiere: Saturday, Jan. 21 at 10:30 p.m. ET

Host Vanilla Ice (a.k.a. Rob Van Winkle) and his crew transform a corroded mansion pool into the ultimate backyard oasis. The lagoon style retreat is complete with modern amenities and includes a lazy river feature.

The Vanilla Ice Project 203: Tiki Island Oasis

Premiere: Jan. 28 at 10 p.m. ET

With the help of the native Seminole Indians, host Vanilla Ice (a.k.a. Rob Van Winkle) and his crew create a one-of-a-kind Tiki island for the mansion. It's not all fun and games when the inspector shows up for the home inspections.

The Vanilla Ice Project 204: The Killer Kitchen

Premiere: Saturday, Feb. 4 at 10 p.m. ET

Host Vanilla Ice (a.k.a. Rob Van Winkle) and his crew flip a bombed-out kitchen and dining room into a state-of-the-art gourmet kitchen.

The Vanilla Ice Project 205: The Greatest Great Room

Premiere: Saturday, Feb. 11 at 10 p.m. ET

Host Vanilla Ice (a.k.a. Rob Van Winkle) and his crew bring some high style to the great room with a stone fireplace, marble floor and an over-the-top chandelier. But will Rob's big Hollywood film shoot derail the crew's tight schedule?

The Vanilla Ice Project 206: Upstairs Reality Check

Premiere: Saturday, Feb. 18 at 10 p.m. ET

Host Vanilla Ice's (a.k.a. Rob Van Winkle) Dusti and Keelee help makeover the upstairs bedroom. But when they get crazy with their designs, Rob has to reel them in.

The Vanilla Ice Project 207: The Master Hideaway

Premiere: Saturday, Feb. 25 at 10 p.m. ET

Host Vanilla Ice (a.k.a. Rob Van Winkle) and his team design and build a one-of-a-kind master suite, complete with frescoes on the ceiling and spa-like bathroom.



The Vanilla Ice Project 208: The Ice House Retreat Suite

Premiere: TBD

Host Vanilla Ice (a.k.a. Rob Van Winkle) and his crew build a retreat-suite for guests. Features like a Murphy bed, sleek white marble, and a spa bathroom make this Ice House suite a true getaway.

The Vanilla Ice Project 209: Baby Got Back Yard

Premiere: TBD

Host Vanilla Ice (a.k.a. Rob Van Winkle) and his team have to figure out how to take the backyard from zero to hero. Deluxe landscaping, a state of the art sprinkler system, and fun touches like a zip line and fire pole should do the trick.

The Vanilla Ice Project 210: The Ultimate Garage Getaway

Premiere: TBD

Host Vanilla Ice (a.k.a. Rob Van Winkle) and his crew transform the old garage into a pimped-out refuge for the car aficionado. They install a car lift, hurricane-proof doors and rock star bling to complete the look.

The Vanilla Ice Project 211: Elevator up to the Mega Den

Premiere: TBD

Host Vanilla Ice (a.k.a. Rob Van Winkle) and DIY Network's Mega Dens crew team up to renovate an unused second-floor loft and turn it into the ultimate gaming room. Rob and the crew install a crazy glass elevator that opens directly into the gaming room. Mega Dens host and interior designer Anitra Mecadon guest stars.

The Vanilla Ice Project 212: Boom-Boom Screening Room

Premiere: TBD

Host Vanilla Ice (a.k.a. Rob Van Winkle) and his team turn a dated, oversized room into a super high-tech theatre room with a killer sound system with all the bells and whistles.

The Vanilla Ice Project 213: Punch List Olympics

Premiere: TBD

With an open house on the schedule, host Vanilla Ice (a.k.a. Rob Van Winkle) and his crew race to finish renovations on the mansion.

*Date and times subject to change

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“The Vanilla Ice Project” Season 2

SHOW DESCRIPTION: Rock star and home improvement all-star Vanilla Ice and his crew are back for another season of info-taining renovations as they tackle a new, busted-up Palm Beach mansion. This time, Vanilla Ice's imagination runs wild as he chases down the hottest home-improvement trends and technology. But first, he's going to move walls, tear out the shoddy work, and build this house up from the studs, and his team of contractors have his back every step of the way.

EXPERT HOST: Vanilla Ice (a.k.a. Rob Van Winkle)

HOST BIO: Pop-icon Vanilla Ice (a.k.a. Rob Van Winkle) sold 11 million copies of his debut album “To The Extreme,” which featured the hit “Ice, Ice Baby.” Although he's best known for his 90s music, Rob is also a successful real-estate entrepreneur and a remodeling expert with more than 15 years of hands-on home improvement experience. He began in his late teens with a series of smart property purchases including his first remodeling project, his very own 15,000-square-foot mansion on Star Island in Miami Beach, and continued over the years. For two decades, he's been flipping houses – basically buying at low cost, fixing up the property and selling for a worthwhile profit. On DIY Network's The Vanilla Ice Project, Rob and his crew of talented contractors get down to business and renovate every room of a Palm Beach area mansion. This latest project, which he says will be his proudest moment yet, will showcase the latest in modern home features and the hottest in state-of-the-art technology.

SERIES DEBUT: Saturday, Jan. 21 at 10 p.m. ET

PROGRAM TYPE: Half-Hour Series

ONLINE: <http://www.diynetwork.com/vanillaiceproject>

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