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# truTV Greenlights New Lifestyle Series Upscale with Prentice Penny

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## 12-Episode Order Brings Noted Showrunner & His Distinct Point of View to the Network's Creator-Driven Programming Slate in 2017

**truTV**, a division of Turner, announced today the greenlight of ***Upscale with Prentice Penny***, an all-new lifestyle series helmed by the noted showrunner, writer and producer and infused with his comedic sensibility. The unscripted series created by **Penny** with DEFY Media's **Chris Pollack** and **Jared Hoffman** received a 12-episode first season order and is set to premiere on truTV in spring 2017. In each half-hour episode, creator and host **Prentice Penny** will embark on a journey to demystify what it takes to live an upscale life, exploring a variety of topics ranging from food and wine to travel and fashion. From buying a better bottle of wine to getting a custom-made suit for less than some off-the-rack options, ***Upscale with Prentice Penny*** is about offering viewers ways to live a more elevated lifestyle by unlocking a world that often feels unattainable.

"Like so many people from working-class families, I grew up believing that a high-end lifestyle also comes with a high price tag. As I got older I learned that doesn't have to be the case," said **Penny**. "With *Upscale*, I want to show people that cost and quality aren't mutually exclusive, and an elevated life can come at every price point."

***Upscale with Prentice Penny*** marks the latest addition to truTV's growing roster of premium, creator-driven projects with distinct points of view. The network has built a portfolio of original programming that has completely transformed it and resulted in unparalleled growth over the past four quarters. With a **median age of 32**, which has been steadily decreasing, truTV currently ranks as the fifth youngest entertainment network among television's top 50.

"Prentice's unique point of view, enviable sense of style and comedic insights make *Upscale* truly relatable for everyone," said **Marissa Ronca, executive vice president and head of programming for truTV**. "He brings incredible talent, creativity and an infectious curiosity to the series and we're all looking forward to him upscaling our lives."

For Penny, the series marks an exciting new chapter in his career by moving him in front of the camera as the show's host. Known for his trendsetting and fearless fashion choices, Penny has built his career working behind the camera until this point. He currently serves as showrunner for HBO's new comedy series *Insecure*. A seasoned television writer, Penny's past credits include FOX's Golden Globe-winning *Brooklyn Nine-Nine*, ABC's beloved *Happy Endings*, and UPN's stand-out comedy *Girlfriends*. He also created and executive produced the NAACP Award-winning Fuse Network series, *The Hustle*.

***Upscale with Prentice Penny*** is executive produced by Penny, Pollack and Hoffman, alongside **James Moore**. Penny is represented by CAA and Hansen Jacobson, and DEFY Media is represented by WME.

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### ABOUT DEFY MEDIA

DEFY Media is the top digital producer and programmer for 13-34 year olds, and the largest owner of



YouTube channels and leading media brands across the comedy, lifestyle and gaming verticals. Each month, DEFY-produced content generates 800 million video views and reaches 125 million viewers across our 70 million YouTube subscribers, 80 million unique web visitors and consumers of our apps, which have been downloaded over 25 million times. DEFY Media brands include Smosh, recently named by Variety as the top brand for 13-17 year olds, Break, known for its top program "Prank It Forward"™, and Screen Junkies, home to the Emmy nominated digital series "Honest Trailers". The world's top brands partner with DEFY to build immersive advertising solutions that deliver unparalleled access to this influential audience. With uniquely integrated capabilities in content development, studio production, distribution and promotion, DEFY Media is built for content delivery in the digital age. Please visit us at [www.DEFYMedia.com](http://www.DEFYMedia.com).

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## **ABOUT truTV**

Seen across multiple platforms in 90 million households, **truTV** delivers a fresh and unexpected take on comedy with such popular original series as [Impractical Jokers](#), [Billy on the Street](#), [The Carbonaro Effect](#), [Adam Ruins Everything](#), [Hack My Life](#) and [Fameless](#), as well as the original scripted comedy [Those Who Can't](#). And the fun doesn't stop there. truTV is also a partner in airing the NCAA Division I Men's Basketball Championship.

truTV is part of [Turner](#), a [Time Warner](#) company. Turner creates and programs branded news; entertainment; kids and young adult; and sports media environments on television and other platforms for consumers around the world.

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## **PUBLICITY CONTACTS**

### **Lauren McCabe**

truTV

212.275.6882

[lauren.mccabe@turner.com](mailto:lauren.mccabe@turner.com)

### **Cassandra Vargas**

PMK•BNC for Prentice Penny

310.854.4808

[Cassandra.Vargas@PMKBNC.com](mailto:Cassandra.Vargas@PMKBNC.com)