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TV

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VH1 subscribes to more 'Tough Love'

Reality series picked up for second season

By STUART LEVINE

VH1 has given the go-ahead for a second season of reality hit "Tough Love." New installments will begin in the fourth quarter of 2009.

Series, in which matchmaker [Steven Ward](#) offers women insight into a man's romantic psyche, averaged 1.9 million viewers per episode and a 1.3 rating in the 18-49 demo. The March 15 premiere episode ranked as the No. 3 most-watched cable program of the day in the demo.

"Viewers connected with the highs and lows of dating experienced by each woman on the show as well as Steven's distinctive male perspective," said [Jeff Olde](#), exec VP of original programming and production at VH1. "We hope to emulate what made this first season succeed."

[Jim Berger](#) and [Pamela Healey](#) exec produce for [High Noon Entertainment](#). [Nancy Juvonen](#), [Drew Barrymore](#), [Ember Truesdell](#) and [Chris Miller](#) exec produce for [Flower Films](#).

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