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VH1 orders 'Tough Love' spinoff

'Couples' series will center on about-to-be-engaged duos

By James Hibberd

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VH1 is extending its "Tough Love" boot-camp franchise to couples.



Steve Ward and JoAnn Ward

In a spinoff, "Tough Love: Couples," professional matchmaker Steve Ward and his mother JoAnn take five couples on the verge of becoming engaged and puts their relationships to the test. At the conclusion of the boot camp, Ward will deliver his verdict on whether the couples are right for each other, though it's up to the couples to decide whether to take his advice.

"Couples" has been picked up for eight hour-long episodes set to premiere in second-quarter 2010.

'Tough Love' has become a signature series for VH1 and one that has resonated with millions of our viewers, resulting in thousands of couples applying to be on the show in just the first few weeks of casting," said Jeff Olde, execvp programming at VH1. "We are excited to take the next step with this series by taking the Wards' unfiltered honesty and matchmaking skills and apply those lessons to couples about to take the big leap, despite some lingering questions."

The singles edition of "Love" premiered in March; VH1 ordered a second season that debuted this fall.

"Couples" is executive produced by Jim Berger and Pamela Healey for High Noon Entertainment, and Nancy Juvonen, Drew Barrymore, Ember Truesdell and Chris Miller executive produce for Flower Films. Richard Hall also serves as executive producer with Steve and JoAnn Ward. Olde, Jill Holmes and Noah Pollack executive produce for VH1.

The deal was repped by CAA.

