

= Hello Goodbye (Ugly Betty) =

" Hello Goodbye " is the series finale of the television comedy @-@ drama series , Ugly Betty . The episode serves as the 20th and final episode of the fourth season . It was written by series creator and executive producer Silvio Horta , and was directed by Victor Nelli , Jr . It first aired on ABC in the United States on April 14 , 2010 . Guest stars in this episode include Bryan Batt , Neal Bledsoe , Grant Bowler , Alec Mapa , Ryan McGinnis , Matt Newton and Adam Rodríguez .

The episode focuses on Betty Suarez (America Ferrera) struggling to tell her friend and boss , Daniel Meade (Eric Mabius) about her new job in London . At the same time , Betty 's sister , Hilda (Ana Ortiz) tries to keep their father from finding out she is moving to Manhattan . Wilhelmina Slater (Vanessa Williams) recovers from being shot by Tyler (Neal Bledsoe) and Amanda Tanen (Becki Newton) finally finds her father .

" Hello Goodbye " has received critical acclaim from television critics . According to the Nielsen ratings system , the episode was watched by 5 @.@ 43 million viewers during its original broadcast , which was a season high . It received a 1 @.@ 8 rating / 5 share among viewers in the 18 ? 49 demographic .

= = Plot = =

Betty (America Ferrera) is worried about how Daniel (Eric Mabius) will take the news that she is leaving MODE for a new job in London . Marc St. James (Michael Urie) overhears Betty talking about her new job and sends a mass text to everyone in the building . Daniel reveals to Betty that he knows about her new job and tells her he is fine about it . However , he later burns her contract release form and tells her that he is angry that she is leaving . Daniel then offers Betty a promotion , which she turns down . Daniel does not turn up to her farewell party and Betty says goodbye to her family .

At the same time , Wilhelmina (Vanessa Williams) is in a coma from being shot by Tyler (Neal Bledsoe) . Claire Meade (Judith Light) is the only witness and a possible suspect . When she wakes up , she is visited by Connor Owens (Grant Bowler) , who tells her that he cannot live without her . Upon leaving the hospital , Wilhelmina holds a press conference and tells the reporters that she shot herself accidentally . Claire thanks her for not mentioning Tyler and Wilhelmina tells her that they are now good . Daniel later tells Wilhelmina that he is stepping down as editor of MODE and gives her his job .

Hilda (Ana Ortiz) and Bobby (Adam Rodríguez) tell Betty that they are looking for an apartment in Manhattan , but Hilda worries that their father , Ignacio (Tony Plana) will be lonely without them . Bobby eventually tells him that he and Hilda are moving out and Ignacio reassures them that he is happy to live alone . Marc receives a promotion and a second chance with Troy (Matt Newton) . Amanda (Becki Newton) finds out that Spencer (Bryan Batt) is her father and confronts him . Spencer tells Amanda that he knew she was his daughter when he hired her to be his stylist and they embrace .

Betty is shown enjoying her new life in London and she later runs into Daniel in Trafalgar Square . They talk and Daniel apologizes for not saying goodbye , before asking Betty out to dinner . Betty then jokingly asks if he needs something to do , she is looking for a new assistant and Daniel tells her that he might submit his resume . As Betty then heads off to work across Trafalgar Square , the series title is superimposed onto the scene ; after a moment , Ugly disappears .

= = Production = =

" Hello Goodbye " was written by Ugly Betty creator and executive producer Silvio Horta and directed by Victor Nelli Jr . The episode originally aired on April 14 , 2010 on ABC as the twentieth episode of the series ' fourth season and 85th overall .

This episode marks the end of Ugly Betty . ABC announced in January 2010 that the series ' fourth season was to be the last , following falling ratings . In a joint statement Silvio Horta and ABC

Entertainment president Steve McPherson said " We 've mutually come to the difficult decision to make this Ugly Betty 's final season . " The network cut the episode order from 22 to 20 , but gave the writers enough time to create a satisfying conclusion that was to air on April 14 . On what he was set out to accomplish with the series finale , Horta said " Primarily , I wanted it to be about Betty 's journey , about Betty making it in her professional life , first and foremost , overcoming the obstacles in her past and really succeeding " . Vanessa Williams said the cancellation of Ugly Betty was " devastating " for the cast . She said " Our cast was one of those rare opportunities where we love each other . It was a real shocker , and really devastating when it all ended " .

For the final scenes of the episode , the cast and crew travelled to London to film around a variety of the city 's landmarks . This episode featured a guest appearance from former Mad Men star Bryan Batt , who continued his role as soap opera star Spencer Cannon from the previous episode . It was announced in March 2010 that Batt would star in the final season of Ugly Betty , as a potential love interest for Marc St. James (Michael Urie) . Batt is the second Mad Men actor to appear in the final season of the series , following Rich Sommer 's appearance in " Fire and Nice " .

= = Reception = =

According to the Nielsen ratings , " Hello Goodbye " was viewed by 5 @. @ 43 million viewers upon its original broadcast in the United States . This was an increase of 29 percent from the previous episode , " The Past Presents the Future " , which was watched by 4 @. @ 0 million American viewers . It earned a 1 @. @ 8 rating / 5 share in the 18 ? 49 demographic . This means that it was seen by 1 @. @ 8 percent of all 18- to 49 @- @ year @- @ olds and 5 percent of all 18- to 49 @- @ year @- @ olds watching television at the time of the broadcast . " Hello Goodbye " became the highest viewed episode of the season and number one in its hour .

Since airing , the episode has received critical acclaim from critics . Tanner Stransky of Entertainment Weekly praised the episode calling it " A super @- @ sweet end to a super @- @ sweet series ! " Mrs. Northman of television website , TV Fanatic said " Overall , " Hello Goodbye " did wrap up each of our beloved characters lives in a nice pretty bow " , they added " We wanted MORE ! " The day after the episode 's U.S. airing , a reporter for the British newspaper Daily Mail praised Betty 's transformation saying " Gone were the thick @- @ rimmed glasses and braces that once defined America Ferrera 's character , and in its place a professional career woman signalling the completion of a four @- @ year metamorphosis . " However , some critics felt the ending of the episode was not enough . Mark A. Perigard of the Boston Herald gave the episode a mixed review saying it was " like one long hug with loved ones you don 't want to leave , " but added the conclusion was " unsatisfying " . New York magazine said " The cast of Ugly Betty damn well earned a happy ending ? and that 's exactly what creator Silvio Horta gave them last night on the series finale " . However , they also found the conclusion to be unsatisfying saying " The one @- @ hour finale easily could have been longer , meaning some plotlines went unresolved . " Jarett Wieselman of the New York Post said " Last night , Ugly Betty attempted to earn a place in TV history , but I fear their last episode will be quickly forgotten by the fans " . Wieselman also added " On a show that always favored high drama and cool camp , I was saddened to see everyone get such an expected ending " . Wieselman , however , did enjoy the final scene calling it " pitch @- @ perfect " .