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**MILITARY CHANNEL COMMISSIONS ARROW MEDIA TO PRODUCE
DOCUMENTARY SERIES *ULTIMATE WARFARE***

(Silver Spring, MD)—Military Channel announced today that it has commissioned Arrow Media to produce **ULTIMATE WARFARE**, a 10x60 documentary series that is currently scheduled to **premiere on Military Channel in first quarter 2013**. The 10-part series tells the stories of the greatest military battles from World War II to the present day fighting in the Middle East. **ULTIMATE WARFARE** takes viewers on a totally immersive journey as they experience the nail-biting drama of hostile combat on the most famous battlefields of all time – and provides gripping first-hand accounts from the brave soldiers who were experiencing it all from the frontlines.

“**ULTIMATE WARFARE** underlines the significance of the perilous battles fought by our military’s brave men and women – and how each and every moment is a matter of life or death,” said Ed Hersh, senior vice president of content strategy for Military Channel. “Using highly-stylized recreations coupled with the soldier’s-eye-view from the battlefield, this series is the perfect example of how Military Channel merges innovative new production techniques to provide viewers with unique and new points of view on our nation’s history.”

“**ULTIMATE WARFARE** is a fantastic opportunity for us to inform a new generation of some of the most significant military battles in history,” said Tom Brisley, creative director, Arrow Media. “We have specifically designed the content to appeal to the audience by using a combination of interviews, footage and up to date visual cues. We want to create films that are more real, more engaging and more emotive than ever before.”

Each episode of **ULTIMATE WARFARE** tells a captivating story of pure tension, grit, and bravery, and immerses viewers in the moment with its unique POV style of drama recon. Shot in the style of user-generated content from mobile phones, camcorders and body-cams, the reconstruction gives the viewer an authentic

feeling of being in combat. From Midway right up to Fallujah, **ULTIMATE WARFARE** is currently scheduled to premiere on Military Channel in first quarter 2013.

ULTIMATE WARFARE is produced by Arrow Media with Thomas Viner as series producer and Tom Brisley as executive producer. For Military Channel, Ron Simon is executive producer, Sara Kozak is senior vice president of production, Ed Hersh is senior vice president of content strategy, and Henry Schleiff is president and general manager.

About Military Channel

The Military Channel brings viewers compelling, real-world stories of valor, heroism, and courage from pivotal moments in American history, whether they were on the battlefield, in popular culture, or behind closed doors. Currently available in more than 60.5 million homes, the network incorporates the best state-of-the-art CGI animation, never-before-seen footage, and gripping interviews to offer in-depth explorations of the armed forces as well as seminal world events and iconic figures that shaped our nation's history, including the Cold War, the struggle for Civil Rights, and the Space Race. For more information, please visit Military.Discovery.com, facebook.com/Military, or twitter.com/MilitaryChannel. Military Channel is part of Discovery Communications (Nasdaq: DISCA, DISCB, DISCK), the world's #1 nonfiction media company reaching more than 1.8 billion cumulative subscribers in 209 countries and territories.

About Arrow International Media

Arrow International Media is an ambitious venture specialising in creating high quality and innovative content across TV, film and digital media. Established in 2011, the company operates in the UK, US and other key international territories, where all three partners have extensive experience. Arrow International Media was founded by Tom Brisley, John Smithson and Iain Pelling, the team that built Darlow Smithson Productions into being one of the most respected and admired production companies in the world. For more information, interview opportunities and images please contact: Franklin Rae Communications, + 44 20 7490 4050; Kelly Lewins kelly@franklinrae.com or Melanie Douglas melanie@franklinrae.com

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