



MEDIA ALERT:

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DISCOVERY CHANNEL'S *CURIOSITY* CONDUCTS
EXPERIMENT TO SEE IF ORDINARY CITIZENS CAN BE
BRAINWASHED TO CARRY OUT ASSASSINATION

Brainwashed, premieres Sunday, Oct. 28 at 9 PM E/P on Discovery Channel's groundbreaking *CURIOSITY* series

(Los Angeles, Calif.) – Are we truly in command of our own minds? Can a word or gesture turn us into puppets for others to control? To find out, a team of leading experts and researchers will attempt to pull off an experiment that some say should have never been conducted: to see if ordinary, law-abiding citizens can be brainwashed to take action beyond their control and turned into assassins.

"Brainwashed," airing Sunday, Oct. 28 at 9 PM E/P on Discovery Channel's *CURIOSITY* series, follows a group of individuals who agree to participate in a televised study about hypnosis. However, what they don't know is that over the next few days, each will be asked to complete a series of increasingly demanding tasks, designed to whittle down the most susceptible to hypnosis and commanded to kill.

Some researchers believe the ability to control a person's mind is simply fiction, like a scene from *The Manchurian Candidate*. While others suggest that brainwashing could have been behind some of the most shocking crimes in history such as the assassination of Robert Kennedy or Patty Hearst's participation in crimes with her kidnappers. What's the truth? Are such sensational claims even possible? Can the human mind be programmed?

Hypnotist Tom Silver, tasked with leading the group through the activities, believes hypnosis can be used as tool to heal but needs to be respected. "I believe hypnosis does have the potential to control someone's mind and actions," he said. "That's something that a lot of hypnotherapists don't want to talk about – it's something they're scared of."

In this ground-breaking experiment, **CURIOSITY** taps into the minds of these unsuspecting individuals to see whether it's possible to strip away a person's free will and ultimately carry out a task that most would never think possible.

CURIOSITY, now in its second season on Discovery Channel, brings the 'I wonder?' moment to television with a unique array of provocative subjects. The next episode, airing Sunday, Nov. 4, looks at the latest scientific research – combined with CGI technology – to expose a cell's daily struggles against enemy intruders.

"Brainwashed" is produced by Atlas Media Corp. for Discovery Channel. CURIOSITY is overseen by Vice President, Development and Production Howard Swartz and Senior Vice President, Development and Production Simon Andreae. To learn more, go to www.discovery.com, on Facebook at Facebook.com/discovery and on Twitter @Discovery. Nissan is a presenting sponsor of "Brainwashed."

About Discovery Channel

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.8 million U.S. homes, can be seen in 210 countries and territories, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit www.discovery.com.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.8 billion cumulative subscribers in 209 countries and territories. Discovery is dedicated to satisfying curiosity through 149 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as U.S. joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including Revision3. For more information, please visit www.discoverycommunications.com.