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TLC HIRES TOM KING AS VICE PRESIDENT, CREATIVE, MARKETING

TLC today announced that Tom King has been hired as VP, Creative, Marketing. King joins TLC from Science Channel, where he served as Senior Creative Director. In his new role, King will oversee all brand and promotional creative for TLC and its programming, and manage the creative team on all on-air and off-air executions. King is based in the company's headquarters in Silver Spring, MD and reports to Victoria Lowell, EVP, Marketing, TLC and Animal Planet.

King first began at Discovery Communications as an intern for Discovery Channel in 1998 and then went on to work for Discovery's Ad Sales team, TLC and Animal Planet. In 2006, King brought his talents to PBS and then launched a successful consulting career in 2008 for clients including Discovery Health and Science Channel. In 2012, he returned to Discovery Communications as Creative Director on Science Channel.

King has received several prestigious awards, including multiple Promax Golds, which included one for Best Total Package Design, Science Channel, and a National News & Doc Emmy for Outstanding Promotional Announcement for *Through The Wormhole with Morgan Freeman* in 2012.

Recent highlights from Tom's time on Science Channel include promotion of the network's first successful scripted original, *The Challenger Disaster*, overseeing the launch of new tent pole series *Outrageous Acts of Science*, *The Unexplained Files* and *Close Encounters*, as well as promoting franchises like *How It's Made*, *Through The Wormhole with Morgan Freeman* and *Survivorman*, which achieved their highest ratings on Science Channel to date. His responsibilities also included producing and overseeing creative on Science Channel's Upfronts.