



FOR IMMEDIATE RELEASE
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Contact: Jessica Nicola, 212-548-5826
Jessica_Nicola@discovery.com
Deborah Gottschalk, 240-662-2930
Deborah_Gottschalk@discovery.com

**SUSAN LUCCI GUIDES FANS THROUGH AN ONLINE ADULTEROUS EXPERIENCE,
HELPING UNLOCK CLUES TO A FICTIONAL LOVE TRIANGLE WITH
INVESTIGATION DISCOVERY'S ISITADEADLYAFFAIR.COM**

*– The Mystery Begins Today and Continues Through the Series Premiere of
DEADLY AFFAIRS on Saturday, September 8 at 10 PM (E/P) –*

(Silver Spring, MD)—Mistress, murderer, victim, spouse? Thrill-seekers will find them all in Investigation Discovery's interactive online experience launching today, IsItADeadlyAffair.com. This virtual event engages participants in the intricacies of an illicit affair as they unravel in real-time the “hows” and “whys” behind one troubled three-way. With ID unleashing clues among multiple online platforms via videos, graphics, micro-sites, and social media, fans become investigators as they are led through a maze of broken faith and betrayal.

With Susan Lucci as a guide, participants are able to knock down closed bedroom doors, navigate secret trysts, and lay bare salacious liaisons as they follow the twists and turns of the fictional love triangle. The experience has been quietly introduced in the **DEADLY AFFAIRS (#DeadlyAffairs) [on-air promo](#)**, and fans can go online now to IsItADeadlyAffair.com to start unraveling the mystery. But things might not always be as they seem, and the final piece to the puzzle will be unveiled during the season premiere of **DEADLY AFFAIRS on September 8 at 10 PM (E/P) on Investigation Discovery.**

“This transmedia campaign is the company’s first foray into such highly interactive storytelling within a digitally-powered media landscape, and with an audience that craves mystery and suspense stories, Investigation Discovery is excited to lead the charge,” said Henry Schleiff, president and general manager of Investigation Discovery. “We’ll take our fans down the rabbit hole with an immersive virtual experience that transcends beyond the television screen, adding another layer of lurid love affairs turned crimes of passion that ID does so well.”

In addition to the social media sites, superfans of Investigation Discovery, the self-proclaimed [IDAddicts](#), will fuel the conversation about the experience, while InvestigationDiscovery.com will remain the home for all non-fiction content related to **DEADLY AFFAIRS**.

Sexual indiscretions, lascivious lovers and tempestuous infidelity are the stuff deadly affairs are made of in this consummate “whodunit.” So go ahead. Get under the covers with Investigation Discovery.

IsItADeadlyAffair.com begins now.

The IsItADeadlyAffair.com experience is written for Investigation Discovery by Andrea Phillips, an award-winning transmedia game designer and writer who has been an industry leader of transmedia storytelling and alternate reality games since 2001. For Investigation Discovery, TC Conway is creative director and producer of the experience, and Henry Schleiff is president and general manager.

About Investigation Discovery:

Investigation Discovery (ID) is America’s leading investigation network and the fastest-growing network in television. As the source for fact-based analytical content and compelling human stories, ID probes factors that challenge our everyday understanding of culture, society and the human condition. ID delivers the highest-quality programming to more than 79 million U.S. households with viewer favorites that include *On the Case with Paula Zahn*, *Disappeared*, *Unusual Suspects* and *Stolen Voices*, *Buried Secrets*. For more information, please visit InvestigationDiscovery.com, facebook.com/InvestigationDiscovery, or twitter.com/DiscoveryID. Investigation Discovery is part of Discovery Communications (Nasdaq: DISCA, DISCB, DISCK), the world’s #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and territories.

*Please visit the Press Website at <http://press.discovery.com/us/id/>
for additional information about Investigation Discovery*

Are you addicted to Investigation Discovery? Connect with other super fans at IDAddicts.com

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