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**PLANET GREEN BECOMES “DESTINATION AMERICA,”**  
**THE FIRST AND ONLY NETWORK TO CELEBRATE THE**  
**STORIES OF AMERICA’S PAST, PRESENT, AND FUTURE**

– *Destination America Available on Memorial Day in Nearly 60 Million Homes* –

(Silver Spring, Md.) – Discovery Communications announced today that Planet Green will turn red, white, and blue when it is re-named Destination America on Monday, May 28, 2012.

Kicking off Memorial Day weekend, the unofficial start of the summer season, Destination America will be the first network to celebrate the people, places, and stories of the United States, emblazoned with the grit and tenacity, honesty and work ethic, humor and adventurousness that characterize our nation. The inclusive network, targeting Adults 25-54, will be available in 59.5 million homes and feature original series covering such diverse subjects as American food from Tex Mex to barbeque; American mysteries from Jesse James’ lost fortune to Area 51; America’s heroes from those who embody the values of our past to those who invent the technology of our future; as well as never-before-seen footage of America’s iconic landmarks, including Yellowstone National Park and the Everglade swamps.

“Discovery Communications continuously strives to break new ground with its unrivaled approach to storytelling that ignites viewers’ curiosity,” said David Zaslav, President and Chief Executive Officer of Discovery Communications. “Discovery was founded by a true pioneer of cable who pursued his own American dream and, in this spirit, we’re proud to present the first network that showcases the essence of American innovation and hard work at its core.”

On Destination America, barbeque isn’t just good cooking but an expression of our roots. A job is never just a job – it’s our ingenuity made real. Places like Alaska are more than untamed beauty – they’re a living symbol of our need to press ahead and walk where no one has tread before.

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“Americans may be divided by politics, but we are united by our love of country,” said Henry Schleiff, President & General Manager of Destination America. “As a network inclusive to all, Destination America will celebrate this connective spirit by curating the common ground among us: the pluck of the worn saddle, the promise of exploring new territory, and the diversity that has made this nation great.”

With a 360-degree experience that spans across digital platforms and social media sites, the company will also launch an original iPhone App, allowing consumers to share favorite destinations and themes across America. Users can browse images by location or in diverse categories ranging from beautiful to nostalgic to restaurants, mountains and more. And for those seeking inspiration, “Only In America” will feature Top 10 activities and suggestions ranging from majestic National Parks to hilarious road signs, food sculptures to outrageous hobbies, patriotic pets to hairstyles.

“Our research, coupled with my own experience developing shows about America over the last 20 years, has shown that viewers have a huge appetite for content focused on our unique culture and spirit,” said Marc Etkind, senior vice president of content strategy for Destination America. “By collecting the very best of travel, adventure, food, home, and natural history into one brand, we’re excited to create a new lifestyle destination for programming that Americans love.”

Destination America’s original programming slate for the summer includes:

### **BBQ PITMASTERS**

*Sneak Peek on Wednesday, May 30 at 10 PM E/P*

*Regular Premieres Begin Sunday, June 3 at 9 PM E/P*

We’re going back to the pit for a brand new season of BBQ PITMASTERS, created just for Destination America! With the larger-than-life personalities of our contestants – and judges Myron Mixon, Tuffy Stone, and Aaron Franklin – steak isn’t the only thing that’s sizzling as these grill masters face off in the ultimate BBQ showdown for bragging rights and a cash prize. The competition travels to places like Memphis, Mobile, New Orleans, and Austin, as contestants grill dishes from St. Louis pork ribs, to Texas brisket and Carolina pulled pork and everything in between. Egos and reputations are on the line as familiar faces and new challengers wage barbeque battle to determine who truly is the best of the best.

### **FAST FOOD MANIA**

*Premieres Sunday, June 3 at 10 and 10:30 PM E/P*

Our host Jon Hein, a pop culture guru and burger-and-fry aficionado who hosts the “The Fast Food Show” on Howard Stern’s Sirius/XM station, travels across the country and around the globe to celebrate our favorite fast food treats and search for the most unusual fast food items and outposts. From the original Wendy’s restaurant in Columbus, OH, to yuzu spiced fried chicken at KFC in Japan, we’ll see how fast food took root in America and has taken over the world, offering the comfort of familiar favorites alongside local delicacies everywhere you turn.

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### **SUPER-DUPER THRILL RIDES**

*Premieres Saturday, June 16 at 10 PM E/P*

Destination America ushers in summer with SUPER-DUPER THRILL RIDES, an hour-long look at the coolest and most extreme roller coasters. Americans have always had a passion for thrill rides, and we'll hit the best in our country and the world. From Universal Studios in Florida to Six Flags in New Jersey to Cedar Point in Ohio, we'll hear from the designers, engineers, and enthusiasts who explain and explore the popularity of these mind-blowing, stomach-churning rides.

### **UNITED STATES OF FOOD**

*Premieres Sunday, July 8 at 9 PM E/P*

In this celebration of America's obsession with meat, each episode is consumed by eats that people across the nation can't get enough of, from bacon to steaks to burgers. Chef Todd Fisher hosts this new series, drawing from the life-long passion for food that first found him working in restaurants at the age of 15 and led him to hold the head chef position at his own restaurant since 2000. Now he's taking his expertise on the road, where he meets obsessed foodies and the cooks who prepare the most beloved dishes at places like Tony's I-75 Family Restaurant in Michigan, home of the world's biggest BLT.

### **CHEATING LAS VEGAS (wt)**

*Premieres Saturday, July 14 at 10 PM E/P*

CHEATING LAS VEGAS takes "get rich quick" to an extreme as viewers peek inside some of the most fascinating and elaborate scams of modern casino gaming. Experienced cheaters will use anything to push the odds into their favor. From counting cards and marking decks to computer hacking and malicious spyware, nothing is out of their realm or capability to ensure a win.

### **GHOST TOWN GOLD (wt)**

*Premieres in August*

Brit Eaton and Scott Graves explore the last frontier of American archaeology – the old ghost towns, abandoned mining camps, and industrial graveyards of the Wild West – in search of collectible artifacts from a bygone era. Whether it's convincing a sixth generation rancher to part with a stockpile of pre-19th century antiques, or unearthing a 150-year old mine shaft that holds a horde of Gold Rush mining gear, there's an endless supply of eccentric people, places, and artifacts to find and explore. From the Four Corners to the Alaskan wilderness to the Deep South, the American landscape is littered with deserted mine workings, abandoned ranches, and antiquated farmhouses and outbuildings still well preserved and primed for picking.

### **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 200 countries and territories. Discovery is dedicated to satisfying curiosity through more than 140 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US 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 [HowStuffWorks.com](http://HowStuffWorks.com). For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

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