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CONTACT: Kristin Brown, 240-662-5415
Kristin_Brown@discovery.com – OR –
Charlotte Bigford, 240-662-3125
Charlotte_Bigford@discovery.com

INVESTIGATION DISCOVERY LAUNCHES IDADDICTS.COM, WHERE SUPER FANS CAN GET THEIR FIX – WARNING: MAY CAUSE DEPENDENCY!

*– The social fansite launched Saturday, January 21 during the debut of ID's "Red Hot Saturdays" programming lineup, anchored by the premiere of **SCORNED: LOVE KILLS** at 10 PM E/P –*

(Silver Spring, MD) – Fans love Investigation Discovery to death, and they're not shy about proclaiming their addiction to true-crime programs like ON THE CASE WITH PAULA ZAHN and DEADLY WOMEN via social media from across the globe. Ever the enabler of great storytelling, ID has prescribed its addicts with a water cooler of their very own: **IDAddicts.com, a new social platform launched Saturday, January 21.** The site encourages all sorts of "bad" behavior among the newly dubbed "ID Addicts," like experiencing the rush of real-time conversation with other fans through live-streamed chatter from Facebook and Twitter; nourishing the habit with personalized user profiles and the ability to subscribe to updates from fellow Addicts; and scheming when to get their fix throughout the week with information about upcoming premieres and exclusive opportunities.

The inspiration behind **IDAddicts.com** is the viewers themselves, whose incredible engagement has spawned incriminating tweets such as:

- "Watching the anti sleep channel aka @DiscoveryID ... Its #DigitalCrack"
- "Working a 12-hour day seriously cuts into my 'watching investigation discovery' time. #MoreUnusualSuspectsPlease"
- "If you're buying duct tape and a tarp, I automatically assume you're planning a murder. Thanks @DiscoveryID"
- "I'm watching way too much Discovery ID Network. I suspect my 92 yr old neighbor may be a serial killer. Why is he always 'gardening'?"

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“By uniting fans under an official moniker and community base, IDAddicts.com plants a flag in our pledge to reward viewers for investing their time and curiosity in ID’s programming,” said Henry Schleiff, president and general manager of Investigation Discovery. “We are in ripe position to empower our flourishing social fan base with even more opportunities to chat, debate, and share theories about the true-crime stories they see on ID.”

To spark chatter on IDAddicts.com, Investigation Discovery has plenty of dark influences in store. Saturday also saw the launch of ID’s new “**Red Hot Saturdays**” lineup with the series premiere of **SCORNED: LOVE KILLS at 10 PM E/P**, examining the dark side of love with a voyeuristic peek into the lust and obsession that fueled some of the most senseless, but certainly emotionally charged crimes to make front-page headlines. SCORNED is paired with all-new episodes of **WHO THE (BLEEP) DID I MARRY? at 9 and 9:30 PM E/P**, uncovering deceitful spouses who kept deep, life-altering secrets from their significant others well after the honeymoon was over. To add more fuel to the fire, Investigation Discovery is hosting weekly watch-and-win viewer giveaways of “red hot”-themed prizes to thank fans for further indulging their incurable addiction.

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 nearly 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 number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 180 countries.

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