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CONTACT: Matthew Windsor, 240-662-6781
Mathew_Windsor@discovery.com

**ANIMAL PLANET'S R.O.A.R. MATCHING CAMPAIGN RETURNS
WITH MORE DONATIONS AND BIGGER BONUSES**

-- Proceeds from the Sale of Animal Planet Products Fund This two-Month Initiative to Offer Seven Nonprofit Organizations Up to \$120,000 in matching funds and \$20,000 in bonuses --

(Silver Spring, MD) — For the second consecutive year, Animal Planet's animal advocacy initiative, R.O.A.R. (Reach Out. Act. Respond.) is launching an eight-week matching campaign to raise funds for participating R.O.A.R. charities. Beginning September 1, the seven participating nonprofits have an opportunity to receive dollar for dollar matching contributions on their consumer donations up to \$120,000 from Animal Planet. The donations from R.O.A.R. come from proceeds of Animal Planet licensed products and represent a 33% increase from last year's matching funds.

In addition to the dollar for dollar match, the returning leading animal welfare non-profits – American Humane Association, Earthwatch Institute, Jane Goodall Institute, National Wildlife Federation, Petfinder.com Foundation and Villalobos Rescue Center – and first time participant, Equus Foundation, are again competing for additional bonuses. This year, the total bonus pool increases to \$20,000 and is awarded in the categories of top monthly fundraiser (\$5,000), most unique monthly number of donations (\$5,000), a “spreading the word” bonus that accounts for the most number of “shares” on Facebook (\$5,000), and a judgment award for the overall loudest ROAR (up to \$5,000).

“We are thrilled to continue this campaign which by year's end will have donated over \$500,000 to R.O.A.R. charities to help improve the lives of animals around the world,” says Victoria Lowell, senior vice president, Animal Planet marketing and operations. “It is our hope that consumers rally behind the incredible work of these organizations so they may take full advantage of the increased donations and bonuses available to them this year.”

Hosted by GlobalGiving, a non-profit that connects donors with grassroots projects around the world, the matching campaign runs from September 1 through October 31 and encourages consumers to visit www.globalgiving.org/ROAR to donate to the overall R.O.A.R. cause or directly to the partner charity of their choice.

The matching funds are generated by Animal Planet's consumer products program, which include pet products and lifestyle products from apparel to toys and home décor. Animal Planet licensees contribute a portion of their sales to R.O.A.R. with the intention of giving something back to the animals the network celebrates daily. To see some of the Animal Planet R.O.A.R. products, consumers can visit <http://animal.discovery.com/in-stores-now/> and look for the R.O.A.R. notation. Animal Planet will promote the campaign on-air, online, and via

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post card inserts sent to consumers who purchase Animal Planet products during the eight-week period, engaging consumers and encouraging them to join in supporting their favorite cause. To read more about the initiative, consumers can visit www.animalplanet.com/roar.

About Animal Planet Media

Animal Planet Media (APM), a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. APM consists of the Animal Planet television network, available in more than 96 million homes in the US; online assets www.animalplanet.com, the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; Petfinder.com, the #1 pet-related Web property globally that facilitates pet adoption; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.

About R.O.A.R

Established in 2006, Animal Planet's R.O.A.R., is dedicated to improving the lives of animals in our communities and in the wild. The R.O.A.R. partners benefiting from this program help wild and domestic animals in the U.S. and abroad. The campaign aligns Animal Planet with a powerful roster of leading animal and environmental organizations. R.O.A.R. is a key component of Discovery's overall Impact initiative which strives to celebrate, support and sustain the majesty of the earth's people, animals and natural beauty through innovative programs and events. For more information about how Discovery is making an impact, please visit: <http://impact.discovery.com>.

About Discovery Impact

Through its Discovery Impact programs, Discovery Communications (Nasdaq: DISCA, DISCAB, DISCK) leverages the power of its brands, businesses and employees to give back to the world. From programming that inspires and educates to annual events that make a direct impact on the communities in which we live and work, Discovery strives to celebrate, support and sustain the majesty of the earth's people, animals and natural beauty. For more information about how Discovery is making an impact, please visit: <http://impact.discovery.com>.

About GlobalGiving

GlobalGiving is an online marketplace for philanthropy that helps donors support causes they are passionate about. Through its public website, GlobalGiving connects donors to more than 2,500 community-based projects addressing themes ranging from education and the environment to health care and human rights in 120 countries. Since 2002, more than 5,800 projects have raised more than \$68 million from more than 270,000 donors using GlobalGiving.org. [Learn more](http://www.globalgiving.org) about GlobalGiving.

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