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**VELOCITY AND DISCOVERY CHANNEL GEAR UP THIS SPRING FOR  
BARRETT-JACKSON LIVE, 19 HOURS OF LIVE COVERAGE FROM  
THE ANNUAL PALM BEACH AUCTION**

*--The World's Greatest Collector Car Auctions Return to Velocity and Discovery Channel LIVE  
Beginning Friday, April 8--*

*-- Velocity's Online Interactive Game **Auction Insider** Returns Offering Audiences the Chance to  
Win Hourly Prizes and One Grand Prize --*

(Silver Spring, Md.) – Today, Velocity and Discovery Channel announced the return of **BARRETT-JACKSON LIVE**, offering 19 hours of live coverage from the 14<sup>th</sup> annual Palm Beach auction. Highly anticipated vehicles will be showcased this year including an exceptional 1957 Ford Thunderbird and a 2005 Porsche Carrera GT supercar. The broad range of vintage, custom, supercars and late models will be exhibited throughout the live programming beginning Friday, April 8 through Sunday, April 10 and during Discovery Channel's live broadcast on Saturday, April 9 from 2-4 PM ET. Please see below for the full **BARRETT- JACKSON LIVE** U.S. broadcast schedule.

“**BARRETT–JACKSON LIVE** kicked off strongly in January 2016, earning six million real-time viewers and Velocity's best week ever for coverage of the 45<sup>th</sup> annual Scottsdale auction,” said Robert Scanlon, General Manager of Velocity and Automotive Content. “We're excited to carry the momentum of Scottsdale into Palm Beach, and hope to give viewers unprecedented access to every thrilling moment on the Barrett-Jackson auction floor.”

**BARRETT-JACKSON LIVE** continues to flourish as Palm Beach viewers will see some of the most impressive vehicles from around the globe. The must-see cars this year include one of only seven supercharged F-Code 1957 Ford Fairlane 500 Skyliners, a 1957 Ford Thunderbird F-Code Convertible and a 2006 Ford GT Heritage Edition with less than 5 miles on the odometer, making this pristine automobile extremely rare.

**BARRETT-JACKSON LIVE U.S. Broadcast Schedule (All Times ET):**

**Friday, April 8**

12:00 PM – 8:00 PM on Velocity

**Saturday, April 9**

2:00 PM – 4:00 PM on Discovery Channel

4:00 PM – 8:00 PM on Velocity

**Sunday, April 10**

12:00 PM – 5:00 PM on Velocity

Velocity introduced *Auction Insider* to **BARRETT-JACKSON LIVE** audiences during the Scottsdale broadcast this past January. *Auction Insider* returns for the Palm Beach auction allowing viewers to play along at home in the competitive, thrilling Barrett-Jackson bidding process. Every hour during **BARRETT-JACKSON LIVE** Palm Beach audiences playing *Auction Insider* will test their appraisal skills by guessing the hammer price on a car crossing the auction block. Viewers interested in playing *Auction Insider* can register to play by logging on to AuctionInsider.TV on their computer or mobile device. Hourly prizes include Apple iPads with each player eligible to win the grand prize of a trip for two to the [Ron Fellows Performance Driving School at Spring Mountain Motor Resort and Country Club](#) following the conclusion of the auction. *Auction Insider* is powered for Velocity by iPowow.

**BARRETT-JACKSON LIVE** is produced for Velocity and Discovery Channel by Discovery Studios. For Velocity, David Lee and Peter Neal are executive producers and Robert Scanlon is general manager.

### **About Velocity**

Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the only upscale men's cable network that focuses on thrilling automotive for its viewers. Velocity programming is diverse, intelligent and engaging, capturing the best of the human experience as told by the top experts in the field. Formerly HD Theater, the fully HD network is available in 65 million homes. For more information on Velocity, please visit [Velocity.com](http://Velocity.com), on Facebook at [facebook.com/VelocityTV](https://facebook.com/VelocityTV) or on Twitter [@Velocity](https://twitter.com/Velocity).

### **About Discovery Channel**

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.8 million U.S. homes, can be seen in 224 countries and territories, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, Science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit [www.discovery.com](http://www.discovery.com).

### **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the leader in global entertainment reaching 3 billion cumulative subscribers in more than 220 countries and territories. Discovery satisfies curiosity, entertains and inspires viewers with high-quality content through global brands, led by Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network, and through the Discovery Digital Networks portfolio, including Seeker and SourceFed. Discovery owns Eurosport, the leading pan-regional sports entertainment destination across Europe and Asia-Pacific. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

### **About The Barrett-Jackson Auction Company**

Established in 1971 and headquartered in Scottsdale, Arizona, Barrett-Jackson, The World's Greatest Collector Car Auctions<sup>®</sup>, is the leader in collector car auctions and automotive lifestyle events. The company produces auctions in Scottsdale, Arizona; Palm Beach, Florida; at Mohegan Sun in Connecticut, and Las Vegas, Nevada. With broadcast partners, Velocity and Discovery Channel, Barrett-Jackson will feature live television coverage in 2016, including broadcasts in over 100 countries internationally. Barrett-Jackson also endorses a one-of-a-kind collector car insurance for collector vehicles and other valued belongings. For more information about Barrett-Jackson, visit <http://www.barrett-jackson.com>, or call (480) 421-6694.

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