



VELOCITY

FOR IMMEDIATE RELEASE

April 1, 2016

CONTACTS: Andrew Scafetta: 240.662.6063

Andrew_Scafetta@discovery.com – OR –

Nikki Suseck: 212-548-5728

Nikki_Suseck@discovery.com

VELOCITY RACES TO BEST QUARTER EVER IN 2016

--Velocity Ends 1Q16 as the #1 Primetime Network for Men among its Distribution Tier--

--Velocity Earns Best Month Ever and Best February and Best March Ever in 1Q16 in Primetime--

(Silver Spring, Md.) – Drafting off its best year ever in 2015, Velocity road strong ratings momentum into 2016 by finishing as the #1 Primetime Network for Men (M18+) among its distribution tier*, and earning the network’s best delivering Primetime quarter ever in 1Q16 among HH, P2+, P18-49, P25-54, M18-49 and M25-54. During the quarter Velocity also earned its best month ever in January Primetime ratings and delivery for HH, P18-49, P25-54, P2+ and Men.

February 2016 marked Velocity best delivering February ever in Primetime among HH and P2+, and its best delivering March ever in Primetime for HH, P2+ and Men. March 2016 also marked 53 consecutive months of delivery growth for Velocity in Primetime among HH.

Fueling Velocity’s results in 1Q16 was the performance of the network’s **BARRETT-JACKSON LIVE** broadcast from Scottsdale, which drove Velocity to its #1 Primetime week ever (1/25/16-1/31/16) in P25-54 and P18-49 ratings and delivery, as well as its #1 delivering week ever in Primetime for HH, M18-49, P18-34, M18+ and P2+. Stalwart franchises **WHEELER DEALERS** and **GRAVEYARD CARZ** boosted M18-49 ratings +7% and +29%, respectively among M18-49 while the freshman series **UNIQUE RIDES** drove ratings +13% in the same demo.

In Total Day delivery, 1Q16 marked Velocity’s best quarter ever for HH, P2+, Men, P18-34, P18-

49, P25-54 and P2+. January 2016 stands as Velocity's best month ever in Total Day on ratings and delivery for P25-54, Men and HH.

**Networks with subscribers under 70 million households*

Prime rankings: include DSNY and DSJR, but exclude NICK for available tuning content less than <50% of available hours in Prime.

Source: Nielsen. Live+3D. Program-based data. PRIME = M-Su, 8-11p SPAN. Excludes breakouts. Reach has a 6-minute qualifier. Npower.

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, on Facebook at facebook.com/VelocityTV or on Twitter @Velocity.

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.

###