



**'REHAB ADDICT RESCUE' STARRING NICOLE CURTIS DELIVERS STRONG
SERIES PREMIERE RATINGS PERFORMANCE FOR HGTV ON THURSDAY, JAN. 28**

New York [Feb. 3, 2021] HGTV's highly anticipated series premiere of [Rehab Addict Rescue](#), starring home renovation expert [Nicole Curtis](#) as she rescues homeowners who are totally overwhelmed by their renovation projects and helps them restore and revive grand old properties, garnered a .63 live plus three-day rating among P25-54 and a .81 L3 rating among W25-54 on Thursday, Jan. 28, at 9 p.m. ET/PT. A ratings winner right out of the gate, the premiere episode delivered a respective 18 percent and 27 percent increase over the prior six weeks in the key demos. Among upscale audiences, it garnered a .71 L3 rating among upscale P25-54 and a .94 L3 rating among upscale W25-54. In addition, the episode delivered a .76 L3 rating among P2+ and a 1.49 L3 rating among households. The *Rehab Addict Rescue* premiere attracted more than 4.2 million total viewers and was a top 5 cable premiere in the Thursday 9-10 p.m. timeslot among P25-54, W25-54, upscale P25-54, upscale W25-54, P2+ and households.

"HGTV fans have watched Nicole for years and now *Rehab Addict Rescue* allows her expertise to shine in a whole new way," said Jane Latman, president, HGTV. "We anticipated this strong premiere performance and, with seven more episodes ready to go, we will satisfy every fan who wants to watch Nicole help homeowners. Her no nonsense, from-the-trenches advice and genuine passion for restoring older homes is what will keep new audiences coming back each week."

Rehab Addict Rescue also performed well on HGTV's digital platforms. The Jan. 28 series premiere is currently the most-watched episode on HGTV GO, and social content in support of the episode also has generated more than 480,000 video views across HGTV's [Facebook](#), [Instagram](#) and [Twitter](#) accounts.

Fans can watch new episodes of *Rehab Addict Rescue* on Thursdays at 9 p.m. on HGTV as well as on [discovery+](#), Discovery Inc.'s new subscription streaming service, and HGTV GO each Thursday. Exclusive show content is available at [Rehab Addict Rescue](#) on HGTV.com and by following @HGTV and [#RehabAddictRescue](#) on [Facebook](#), [Twitter](#) and [Instagram](#). Fans also can follow Nicole at [@DetroitDesign](#) on Instagram.

ABOUT HGTV

HGTV delivers families with relatable stories, superstar real estate and renovation experts and amazing home transformations that inspire a passionate audience. For anyone seeking entertaining and aspirational home and lifestyle content, HGTV is the place to be. HGTV offers: a top 10 cable network that is distributed to more than 86 million U.S. households; a website, [HGTV.com](#), that attracts an average of 10.2 million people each month; a social footprint of 21.2 million; HGTV Magazine, a monthly publication that reaches more than one

million readers and exclusive collections of home-oriented products through the HGTV HOME™ consumer products line. HGTV content also is available on [discovery+](#), the definitive non-fiction, real life subscription streaming service. Offered on a variety of platforms and devices, including ones from Amazon, Apple, Google, Microsoft, Roku and Samsung, discovery+ features a landmark partnership with Verizon that gives their customers with select plans up to 12 months of discovery+ on Verizon.

Viewers can become fans of HGTV and interact with other home improvement enthusiasts through [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#). HGTV is owned by Discovery, Inc., a global leader in real life entertainment spanning 220 countries and territories, whose portfolio also includes Discovery Channel, Food Network, TLC, Investigation Discovery, Travel Channel, MotorTrend, Animal Planet, Science Channel, and the forthcoming multi-platform JV with Chip and Joanna Gaines, Magnolia, as well as OWN: Oprah Winfrey Network.

###

Media Contacts:

Amy Hammontree / Amy_Hammontree@discovery.com / 865-560-4639
Chelsey Riemann / Chelsey_Riemann@discovery.com / 865-607-4188