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**THE ALL-NEW 2012 MODEL OF *INSIDE WEST COAST CUSTOMS* ROLLS OFF THE
ASSEMBLY LINE AND ONTO VELOCITY**

*-The Premiere Shop for Car Customization Returns With an All-New Season on February 12 at
10:00PM on the All-New Velocity --*

(Pasadena, Ca.) – This February, Velocity’s highest-rated series **INSIDE WEST COAST CUSTOMS** returns with an all-new season featuring the best in custom car fabrication. From rendering to reality, the famed design team at iconic design shop, West Coast Customs (WCC), has become renowned for their one-of-kind, show-stopping creations. The crew is back at it again, applying imagination to four wheels and transforming regular vehicles into drivable works of art. An all-new season of **INSIDE WEST COAST CUSTOMS** premieres February 12 at 10:00 PM (ET/PT).

With visionary CEO Ryan Freidlinghuas at the helm, WCC has become a pop culture phenomenon servicing celebrity clientele such as Mark Wahlberg, Justin Beiber, and Will.i.am. This season, Ryan and the team prove they can take on any challenge when they create life-sized Mario Karts, design a signature Cadillac for Sean Kingston, and craft a Camaro for a cause with the American Cancer Society.

“Since its launch, Velocity has been the go-to destination for upscale automotive programming,” said Bob Scanlon, Senior Vice President of Velocity. “Ryan and the crew at West Coast Customs truly personify the Velocity brand with their expertly crafted cars designed for top-notch clientele.”

Launched in October of this year, Velocity is the newest network from Discovery Communications launched in October of 2011, and occupies the platform formally branded HD

Theatre. The all HD network captures the best in travel, leisure, adventure, and sports and men's lifestyle programming genres.

FULL Episode Guide below:

DC TUNDRA

World Premiere February 12 at 10:00 PM (ET/PT)

DC Shoes and West Coast Customs team up to create the ultimate motocross support vehicle. Using a full-size Toyota Tundra as their canvas, the WCC crew gets to work, outfitting this rugged and mean masterpiece with all the essentials for off-road domination.

OPERATION CAMARO

World Premiere February 19 at 10:00 PM (ET/PT)

The men and women of the armed forces risk their lives on a daily basis to protect and defend our country—often times suffering serious injuries as a result. Through the steadfast dedication and commitment of a few individuals, Operation Mend was born. The organization's aim is to provide severely wounded soldiers with the specialized treatments they require to re-enter society comfortably. West Coast Customs has teamed up with Operation Mend to create the ultimate tribute vehicle to be driven at the New York City Veterans Day's Parade. It's WCC's way of saying thanks to the brave soldiers who put themselves in harm's way to preserve the American way of life.

DOUBLE PLAY

World Premiere February 26 at 10:00 PM (ET/PT)

Celebrity clients have become fairly common within the hallowed halls of the World Famous West Coast Customs. But it's not very often they get two at once. Enter, golf prodigy, Michelle Wie and basketball superstar, Blake Griffin. Kia and WCC are working together to create a pair of sports-themed rides for these two pro athletes. Michelle's Kia Soul will boast a golf theme—putting green astro-turf in place of the carpet and the upholstery tailored to match Michelle's signature golf bag. Blake's Optima will feature hard wood floors and a custom paint scheme.

SEMA EXPERIENCE

World Premiere March 4 at 10:00 PM (ET/PT)

CEO and creative force behind the World Famous West Coast Customs, Ryan Friedlinghaus, will take you behind the scenes at the largest aftermarket car show on the planet. From the newest trends to the coolest cars, this is the SEMA experience like you've never seen it before.

MICRO-STANG

World Premiere March 11 at 10:00 PM (ET/PT)

Get ready as Microsoft teams up with Ryan and West Coast Customs to build the ultimate Mustang. It's a '67 fastback body on a 2012 chassis giving it that classic look with all the

modern conveniences. From the intuitive heads up display, to the motion recognition cameras, this will be the most technologically advanced ride on the planet.

CAMARO FOR A CAUSE

World Premiere March 18 at 10:00 PM (ET/PT)

West Coast Customs and the American Cancer Society join forces to design and build a one-of-a-kind 2011 Chevy Camaro. This one-of-a-kind custom creation to be auctioned off at the Cattle Baron's Ball in Detroit, Michigan. And with all the proceeds going to the American Cancer Society, this truly is a Camaro for a cause.

KINGSTON'S CADDY

World Premiere March 25, 2012

When Jamaican hip-hop artist Sean Kingston saw his buddy Justin Bieber's tricked out CTS-V, he knew he had to have one for himself. Now, Justin has referred him to the only man in the business that can pull off another show-stopping car. Can Ryan and the guys again be catalyst for Cadillac cache?

FIREFALL

World Premiere April 1, 2012

The West Coast Customs crew is no stranger to creating state-of-the-art gaming vehicles. But nothing can prepare them for their biggest challenge yet – the Firefall gaming bus. Watch as WCC take you into the future as they modify a tour bus to match the beautifully devastating vision of the Firefall game.

For more information on Velocity, please visit **Velocity.com**, on Facebook at <http://www.facebook.com/VelocityTV> or on Twitter @VelocityTV1

INSIDE WEST COAST CUSTOMS is produced from **Velocity** by West Coast Customs.

About Velocity: Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the upscale men's cable network that provides high-octane programming for its viewers. Velocity programming is diverse, intelligent and engaging, with series and specials representing the best of the automotive, sports and leisure, adventure and travel genres. Formerly HD Theater, the fully HD network is available in approximately 40 million homes. For more information on Velocity, please visit **Velocity.tv**, on Facebook at facebook.com/VelocityTV or on Twitter @VelocityTV1

About Discovery Communications: Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and territories. Discovery is dedicated to satisfying curiosity through 142 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as U.S. joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of

digital media services, including HowStuffWorks.com. For more information, please visit www.discoverycommunications.com.