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ANIMAL PLANET SCORES ITS BEST-EVER FIRST QUARTER AND MARCH

- Network Remains in the Top 20 Ad Supported Cable Networks Among M25-54 -

(Silver Spring, Md., April 2, 2013) –Animal Planet achieves its best-ever first quarter among major demos in prime, reeling in 316K P25-54, 283K P18-49 and 164K M25-54. In prime & total day, the Planet captured 695K and 447K P2+ viewers, respectively for the quarter. Continuing its streak from 2012, Animal Planet ranks among the top 20 ad supported cable networks based on M25-54 delivery in first quarter (#18).

In addition, the network boasts the network’s highest March performance among P18-49 (267K), M18-49 (138K), M25-54 (162K) and best in 10 years among P25-54 (302K) in prime, while in total day garnering best-ever delivery among P25-54 (187K) and M25-54 (92K).

The network’s success is fueled by six series delivering 1M P2+ viewers including **TANKED, FINDING BIGFOOT, GATOR BOYS, WILD WEST ALASKA, TOO CUTE!** and **PIT BULLS & PAROLEES**. In addition, **PUPPY BOWL IX** kicked started the year bringing in more than 12.4 million unique P2+ viewers across the 12 hour marathon- its largest audience ever! Following on the heels of **PUPPY BOWL’S** success, the new season debut of **TANKED**, “Pranks and Dranks” hooked a series high delivering 1.6 M P2+ viewers – far surpassing the previous high of 1.2M viewers and helping Animal Planet achieve its best Friday night performance in network history among total viewers, with 1.3M P2+. Meanwhile, **GATOR BOYS & WILD WEST ALASKA** rank as the network’s second & third highest rated series year to date reeling in 1.1 M (+9% versus last season) and 1 M in this first season P2+ viewers, respectively.

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. # # #