

(April 30, 2013, Silver Spring, Md.) - Animal Planet earned its best-ever April prime delivery across multiple demos, including P2+ (706K), P25-54 (324K) and P18-49 (305K). Continuing its first-quarter 2013 success, Animal Planet remains among the top-20 ad-supported cable networks based on M25-54 delivery (#17). The network also posted consecutive months of year-over-year delivery growth in prime across multiple demos, achieving gains for 17 straight months among P2+, P25-54 and P18-49.

The network's success in April was driven by stellar Saturday and Sunday series performances. Animal Planet's Saturday hit series, **MY CAT FROM HELL**, is performing heavenly among W25-54 and is the network's second-most-watched series year to date among this demo. In April, the series reached an all-time high, pulling in 1.2M P2+ viewers on 4/20, and this season, the series is averaging more than 1M P2+ viewers. **MY CAT FROM HELL** helped Animal Planet rank as the number-one nonfiction cable network in the Saturday 8 PM timeslot for two straight weeks (on 4/20 among P18-49; on 4/27 among W25-54).

Hellish cats aren't the only creatures that contributed to Animal Planet's April success. Monsters are a proven commodity, as the Sunday night series, **RIVER MONSTERS**, in its fifth season, remains the top-performing series of all time among P25-54. This season's debut pulled in 1.8 million P2+ viewers, making it Animal Planet's most-watched season opener in network history. Overall, this season's **RIVER MONSTERS** premieres (which all debuted in April) have delivered 1.7M P2+ viewers.

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.