



**MEDIA ALERT:**  
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**CONTACT:** Emily Robinson, 212-548-5103  
[Emily\\_Robinson@discovery.com](mailto:Emily_Robinson@discovery.com)

## **DISCOVERY CHANNEL STRIKES IT RICH IN NEW SERIES BACKYARD OIL**

*-Backyard Oil Premieres Tuesday, April 23 at 10 PM ET/PT –*

(NEW YORK, NY) – There is a modern day oil boom hitting the hills of south central Kentucky on Discovery Channel’s **BACKYARD OIL** premiering Tuesday, April 23 at 10 PM ET/PT. In this high stakes comical rollercoaster ride through the world of wildcat oil drilling, the right equipment, the perfect location and a hint of good luck is the key to making millions - if you know where to sink that drill bit.

**BACKYARD OIL** follows the fortunes of the most boot-strappin’ oil men in all of Appalachia – mogul Jimmy Reliford and his sidekick Mad Dog; Coomer, who’s raking in \$300-thousand a month thanks to an oil strike in his own backyard; a bearded hillbilly named Rascal; and the Page Boys, a father-son team who can’t help but bicker about everything...except finding that sweet, sweet crude. Now that oil fetches close to \$100 a barrel, there’s a modern day oil boom hitting Kentucky and people are racing to enlist the services of these oil men to make them millions. Most think they have oil, few find it, and it’s up to this motley crew to fight until the bid is won and the next great monster oil well is drilled.

**BACKYARD OIL** is produced for Discovery Channel by Red Line Films with Aaron Rothman, Peter Franchella, Al Szymanski and Cherie Kloss serving as executive producer. For Discovery Channel, French Horwitz and Michael Sorensen serve as executive producers with Meghan Keener as coordinating producer.

### **About Discovery Channel**

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.1 million U.S. homes, can be seen in over 180 countries, offering a signature

mix of compelling, high-end production values and vivid cinematography across genres including, science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit [www.discovery.com](http://www.discovery.com).

### **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.8 billion cumulative subscribers in 209 countries -more- and territories. Discovery is dedicated to satisfying curiosity through 149 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US 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 Revision3. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

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