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VELOCITY AND DISCOVERY CHANNEL TO AIR 36 HOURS OF LIVE COVERAGE OF THE BARRETT-JACKSON SCOTTSDALE AUCTION IN JANUARY 2015

--Entire, Famed Ron Pratte Collection and Jeff Gordon's 1999 No.24 Pepsi Chevrolet Highlight the Scottsdale Auction Block--

(Silver Spring, Md.) – Velocity and Discovery Channel announced today 36 hours of live, world premiere coverage of the 44th annual **BARRETT-JACKSON SCOTTSDALE AUCTION** beginning **Tuesday, January 13** from **6-8 PM ET/PT** on Discovery Channel and continuing through **Sunday, January 18** from **2-7 PM ET** on Velocity. The networks' broadcast of the Scottsdale auction kicks off an agreement to air 100 hours of live coverage of **BARRETT-JACKSON**, The World's Greatest Collector Car Auctions™, across Discovery Channel and Velocity in 2015.

“January's Scottsdale auction is the most buzzed about in Barrett-Jackson's storied history,” said Robert Scanlon, General Manager, Velocity. “We pride ourselves in delivering world-class automotive content and our broadcast of this auction represents the very best of Velocity. There is no more exciting way to start off 2015 than partnering with Discovery Channel to bring audiences inside **BARRETT-JACKSON SCOTTSDALE** live as it happens.”

For the first time ever, the **BARRETT-JACKSON SCOTTSDALE AUCTION** will air live internationally on Discovery Channel and Discovery World in Canada, and on Discovery Channel and Discovery Turbo in Latin America throughout the week. In addition, the Spanish language broadcast will be available to U.S. viewers on Discovery en Español on Saturday, January 17 from 8-10 PM ET.

“We’re excited to take Barrett-Jackson to a purely automotive network again,” said Craig Jackson, chairman and CEO of Barrett-Jackson. “We’re also thrilled to mark another first in our history by going live to all of North America and Latin America, and broadcasting bilingually to bring the world of collector cars to a whole new audience.”

The highlight of the **BARRETT-JACKSON SCOTTSDALE AUCTION** will be Ron Pratte’s world-renowned collection of 142 cars, trucks and motorcycles, as well as more than 1,500 pieces of automotive memorabilia. The collection includes the only remaining 1966 Shelby Cobra 427 Super Snake and a striking 1954 Pontiac Bonneville Special Motorama concept car, one of only two designed by GM styling icon Harley Earl. The collection’s very rare 1950 GM Futurliner (one of only 12 ever built) will be auctioned off with 100-percent of the proceeds benefiting the Armed Forces Foundation, a 501(c)3 non-profit dedicated to supporting and advocating for active-duty military personnel, National Guardsmen, Reservists, military families and veterans.

Another highlight of the Scottsdale auction block is NASCAR championship driver Jeff Gordon’s fully restored 1999 No. 24 Pepsi Chevrolet Monte Carlo. The historic stock car was rebuilt to “as new” condition by Ray Evernham, and last used by Gordon and his then crew chief Evernham in their final season competing together. Now on display in the Barrett-Jackson Collection Showroom in Scottsdale after its multi-city unveiling, the car is scheduled to cross the block during the Scottsdale auction with proceeds going to benefit The Jeff Gordon Children’s Foundation.

Other highlights of **BARRETT-JACKSON SCOTTSDALE** include the 1955 Chevy used in the counterculture-era cult classic film “Two-Lane Blacktop” starring James Taylor and The Beach Boys’ Dennis Wilson, and a 1952 Woodill Wildfire, the first complete fiberglass car ever available and the star of three films: “Johnny Dark” with Tony Curtis; “Written on the Wind” with Rock Hudson; and “Knock on Wood” with Danny Kaye. Viewers can also expect an incredible line-up of customs and Hot Rods, including a 1971 De Tomaso Pantera Ringbrothers Custom created in collaboration with Nike, and Jimmy Shine’s 1934 Ford Custom Pickup, considered by many to be a “turning point” Hot Rod of the 20th century.

BARRETT-JACKSON SCOTTSDALE U.S. Broadcast Schedule (All Times ET):

Tuesday, January 13

6:00 – 8:00 PM on Discovery Channel

8:00 – 11:00 PM on Velocity

Wednesday, January 14

6:00 – 11:00 PM on Velocity

Thursday, January 15

6:00 – 11:00 PM on Velocity

Friday, January 16

4:00 PM – Midnight on Velocity

Saturday, January 17

4:00 – 8:00 PM on Discovery Channel

8:00 PM – Midnight on Velocity

8:00 – 10 PM on Discovery en Español

Sunday, January 18

2:00 – 7:00 PM on Velocity

BARRETT-JACKSON SCOTTSDALE is produced for Velocity and Discovery Channel by Discovery Studios. For Velocity, David Lee and Peter Neal are executive producers and Robert Scanlon is general manager.

About Velocity

Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the only upscale men's cable network that focuses on thrilling automotive for its viewers. Velocity programming is diverse, intelligent and engaging; capturing the best of the human experience as told by the top experts in the field. Formerly HD Theater, the fully HD network is available in 58 million homes. For more information on Velocity, please visit Velocity.tv, on Facebook at facebook.com/VelocityTV or on Twitter @Velocity.

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 98 million U.S. homes, can be seen in 225 countries and territories, 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.

About Discovery Communications, Inc.

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching nearly 3 billion cumulative subscribers in more than 220 countries and territories. Discovery is dedicated to satisfying curiosity, engaging and entertaining viewers with high-quality content on worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery and Science, as well as U.S. joint venture network OWN: Oprah Winfrey Network. Discovery also controls Eurosport International, a premier sports entertainment group, including six pay-TV network brands across Europe and Asia. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education, and a digital leader with a diversified online portfolio, including Discovery Digital Networks. For more information, please visit www.discoverycommunications.com.

About The Barrett-Jackson Auction Company

Established in 1971 and headquartered in Scottsdale, Arizona, Barrett-Jackson, The World's Greatest Collector Car Auctions™, is the leader in collector car auctions and automotive lifestyle events. Barrett-Jackson specializes in providing products and services to classic and collector car owners and automotive enthusiasts around the world. The company produces auctions in Scottsdale, Arizona; Palm Beach, Florida; Las Vegas, Nevada; and Reno Tahoe, Nevada. Barrett-Jackson also endorses a one-of-a-kind collector car insurance for collector vehicles and other valued belongings. For more information about Barrett-Jackson, visit www.barrett-jackson.com or call 480-421-6694.

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