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**BERING SEA GOLD DEBUTS AS HIGHEST-RATED SERIES
LAUNCH IN DISCOVERY CHANNEL HISTORY**

--Discovery Channel Has Top Two Shows in All of Television Among Men on Friday 1/27 with GOLD RUSH and new series BERING SEA GOLD--

--GOLD RUSH Watched By 4.24 Million Viewers P2+ / BERING SEA GOLD 3.66 Million Viewers P2+--

(Silver Spring, Md.) – The Friday, January 27 premiere of Discovery Channel’s new series **BERING SEA GOLD** at 10PM ET/PT was watched by 3.66 million viewers P2+, making it the highest-rated series launch in Discovery Channel history among HH, P2+, P18+, P/M25-54 and P18-49. Produced by Thom Beers’ Original Productions, **BERING SEA GOLD** delivered a 2.43 HH rating and a 1.94 P25-54 rating. The premiere episode, “Pay Dirt,” was the #2 program in all of television, behind only **GOLD RUSH**, among M25-54 and M18-49 ratings and delivery.

“I’m proud to be part of Discovery Channel striking gold with their highest series premiere ever,” says Beers, creator and executive producer of **BERING SEA GOLD**. “**BERING SEA GOLD’s** success proves that when you mix high-stakes drama and compelling characters, great TV happens and viewers tune in.”

GOLD RUSH on Friday at 9PM ET/PT was the #1 program in all of television during primetime among M25-54/18-49 ratings and delivery, beating out all broadcast and cable programs. This week’s episode, “Bedrock Gold,” earned a 2.82 HH and 2.29 P25-54, delivering an average of 4.24 million viewers P2+. Since its season 2 premiere, **GOLD RUSH** has been the top cable program in several key demos. This week it finished as the #1 cable program among HH, P2+,

P18+, P/M/W25-54 and P/M18-49 ratings and delivery.

Driven by **BERING SEA GOLD** and **GOLD RUSH**, on Friday, January 27, Discovery Channel was the #1 network in all of television among M25-54. Discovery Channel was also the #1 cable network among P/M25-54 and P18-49 in ratings and delivery.

GOLD RUSH returns on Friday, 9PM ET/PT followed by **BERING SEA GOLD** at 10PM ET/PT.

Source: NHI. Live+SD AA% and (000).

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