



Surprisingly Human

FOR IMMEDIATE RELEASE

**CONTACT:** Tahli Kouperstein, 240-662-2221

[Tahli\\_Kouperstein@discovery.com](mailto:Tahli_Kouperstein@discovery.com)

**BLOODY HELL!**

**ANIMAL PLANET'S MONSTROUS CREATURE FEATURE**

**BLOOD LAKE: ATTACK OF THE KILLER LAMPREYS SUCKS IN 1.2 MILLION VIEWERS**

***-- Animal Planet Ranked as Top-10 Ad-supported Cable Network Among M25-54  
During its Third-annual MONSTER WEEK --***

(May 29, 2014, Silver Spring, Md.) – Blood, sweat and tears paid off for Animal Planet’s first-ever creature feature, **BLOOD LAKE: ATTACK OF THE KILLER LAMPREYS**, which pulled in 1.2M P2+ viewers in its premiere **MONSTER WEEK** telecast on Sunday, May 25, from 9-11 PM ET/PT.

The film, starring Shannen Doherty, Christopher Lloyd and Jason Brooks, tells the terrifying story about a small Michigan town that’s overrun by lampreys – blood-sucking, eel-like fish – that grow to epic proportions and infiltrate the water systems.

The lamprey thriller devoured the competition, helping Animal Planet rank #6 among all ad-supported cable networks in the 9-11 PM timeslot among M25-54 (251K) and #7 among P25-54 (511K), excluding sports.

“Animal Planet waded through new territory by combining the b-film genre with something truly monstrous,” says Rick Holzman, EVP of Programming and Scheduling at Animal Planet. “We took a real creature featured on **RIVER MONSTERS** and made it exponentially more frightening and exciting for our viewers.”

**BLOOD LAKE: ATTACK OF THE KILLER LAMPREYS** is produced for Animal Planet by The Asylum. Erin Wanner is the executive producer and Hilary Tholen is the producer for Animal Planet. For The Asylum, David Rimawi is executive producer, David Michale Latt is producer, Paul Bales is a co-producer and David Garber is the associate producer. The project was developed for Animal Planet by Vice President of Development Andy Berg.

Animal Planet, 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. Animal Planet consists of the Animal Planet television network, available in more than 95 million homes in the US; online assets [www.animalplanet.com](http://www.animalplanet.com), the ultimate online destination for all things animal; Animal Planet LIVE, the go-to digital destination for round-the-clock, unfiltered access to the animal kingdom; and other media platforms including a robust Video-on-Demand (VOD) service, and merchandising extensions.