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**PLANET GREEN LOOKS TO THE GULF AND BEYOND FOR THE
SECOND INSTALLMENT OF *BLUE AUGUST***

--Hosted by Philippe and Alexandra Cousteau, BLUE AUGUST Features Compelling Water-Themed Programming Throughout the Month--

(Beverly Hills, Calif.) — This month, Planet Green and Philippe and Alexandra Cousteau head to the Gulf of Mexico for the second installment of **BLUE AUGUST**. As underscored by the recent events in the Gulf, an urgent need exists for appreciation and protection for all the planet's bodies of water. During **BLUE AUGUST**, Planet Green offers a wealth of topical programming that examines the nature of our water—and the various pressing issues that threaten it.

BLUE AUGUST is hosted by Philippe Cousteau, chief oceans correspondent for Planet Green, and his sister, leading water conservationist Alexandra Cousteau. Throughout the month, Philippe and Alexandra will take viewers around the Gulf region and beyond to share the experiences and personal stories of people whose way of life depends on a healthy relationship with their local bodies of water.

Planet Green's **Blue August** primetime offering is headlined by the U.S. premiere of the six-part series **Oceans Blue**, premiering **Sunday, August 8, at 9 PM (ET)**. **OCEANS BLUE** features Philippe Cousteau and a team of underwater explorers, including expedition leader Paul Rose, marine biologist Tooni Mahto and maritime archaeologist Lucy Blue, as they attempt to unravel some of the vast mysteries of the world's oceans. Beginning this **Friday, August 6, at 8:00 PM (ET)**, Planet Green will feature premiere episodes of the acclaimed series **Coastwatch**, which follows members of New Zealand's Ministry of Fisheries as they fight to protect the country's precious marine ecosystems. **Blue August** will also feature the U.S. television premiere of the renowned documentary, **SHARKWATER** on **Saturday**,

August 21, at 10:00 PM (ET), as well as the network premiere of the 2009 Academy Award® winner for Best Documentary, **THE COVE**, on **Monday, August 30, at 9:00 PM (ET)**.

“With **BLUE AUGUST**, Planet Green hopes to foster awareness and appreciation of the critical role that our lakes, rivers and oceans play in our everyday lives. This message is especially crucial now, given the tragic events in the Gulf,” said Laura Michalchyshyn, president and general manager of Planet Green. “The involvement of the Cousteaus and other key environmental advocates ensures that **BLUE AUGUST** will not only entertain, but will also engage and activate our viewers.”

Planet Green’s official partners for **BLUE AUGUST** are leading environmental advocacy and conservation organizations; including Ocean Conservancy, Oceana, Surfrider Foundation, The Nature Conservancy and the Natural Resources Defense Council. **BLUE AUGUST** features an innovative month of online and on-air programming, including powerful public service announcements inspired by the individual stories from the Gulf.

The following is a full listing of premiere and encore programming during **BLUE AUGUST** (in chronological order by premiere date):

COASTWATCH (Series)

U.S. Premiere: August 6, 13 and 20 at 8 PM ET

Coastwatch follows a team from New Zealand’s Ministry of Fisheries as they patrol and protect the country’s precious marine environment from illegal fishing by highly organized poaching rings and a relentless tide of reckless shellfish gatherers. **Coastwatch** is produced by Cream Media Ltd.

OCEANS BLUE (Series)

U.S. Premiere: August 8, 15 and 22 at 9 PM ET

A team of underwater explorers including Philippe Cousteau embarks on a yearlong mission to unlock the mysteries of some of the world’s most famous oceans. This spectacular series will tell the most exciting stories from the world of undersea archaeology, geology, marine biology and anthropology, taking viewers on an amazing underwater ride. **Oceans Blue** is a BBC/Discovery co-production.

BLUE PLANET (Series)

Encore Presentation: August 9, 16 and 23 at 8 PM ET

Sir David Attenborough narrates this landmark series about the earth’s marine environment. **Blue Planet** is a definitive exploration of our planet’s oceans and reveals the sea and its

inhabitants at their most fearsome and alluring. Episodes chronicle the mysteries of the deep and the intrigues of coastal sea mammals; investigate tidal and climatic influences; and depict the creatures and systems that revolve around our **Blue Planet**. **Blue Planet** is a BBC/Discovery co-production.

BLACK WAVE: LEGACY OF THE EXXON VALDEZ (Special)

Encore Presentation: August 14 at 10 PM ET

On March 24, 1989, the supertanker Exxon Valdez ran aground in Prince William Sound, dumping millions of gallons of crude oil into a previously pristine environmental area—the biggest environmental catastrophe in North American history at that time. The film follows Ricki Ott and the fishermen of the little town of Cordova, Alaska, as they wage the longest legal battle in U.S. history against the world’s most powerful oil company, ExxonMobil, and look for ways to rebuild their lives and try to find out if corporate values have trumped basic human rights. **BLACK WAVE: LEGACY OF THE EXXON VALDEZ** is directed by Robert Cornellier.

SHARKWATER (Special)

U.S. Premiere: August 21 at 10 PM ET

Taking viewers into the most shark-rich waters of the world, filmmaker Rob Stewart exposes the exploitation and corruption surrounding the world’s shark populations. Debunking historical stereotypes of sharks, Stewart reveals the reality of these underwater creatures as pillars in the evolution of the seas. Stewart’s remarkable journey changes from a mission to save the world’s sharks into a fight for his life and that of humankind. **Sharkwater** is directed by Rob Stewart.

THE COVE (Special)

Network Premiere: August 30 at 9 PM ET

Academy Award winner for Best Documentary of 2009, **The Cove** follows an elite team of activists, filmmakers and free divers as they embark on a covert mission to penetrate a remote and hidden cove in Taiji, Japan, shining a light on a dark and deadly secret. The team uncovers how this small seaside village serves as a horrifying microcosm of massive ecological crimes happening worldwide. **The Cove** is directed by Louie Psihoyos.

About Planet Green:

Planet Green is the multiplatform media destination that launched on June 4, 2008. Planet Green is the center for a new conversation, speaking to people who want to understand how humans impact the planet, and showcase passionate people doing forward thinking things. Planet Green and its two robust websites planetgreen.com and TreeHugger.com, offer unique, original, insightful, inspiring and entertaining content related to how we can evolve to live a better, brighter future. Planet Green’s unique programming, digital tools and content will enlighten, empower and most certainly, entertain. Planet Green is a division of Discovery Communications.

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For more information about **BLUE AUGUST**, go to www.planetgreen.com/blueaugust and join on www.facebook.com/planetgreen.