

## DEADLIEST CATCH PARTNERS WITH WWE® FOR A BRAND NEW SEASON

**Silver Spring, Md., April 5, 2012** – Discovery Channel is partnering with WWE (NYSE:WWE) on a powerhouse promotion for *Deadliest Catch*, celebrating its 100<sup>th</sup> episode with the show's Tuesday, April 10, 2012 premiere. Anchored by a first-ever integration, Catch crew and WWE Superstars came face-to-face at *WrestleMania XXVIII* on April 1, broadcasted to millions around the world on pay-per-view and in front of the record-setting, sold out stadium of 78,363 fans.

“We could have just bought an ad, but to have an opportunity to bring these two brands together and really engage the fans with our content was really important to us,” said Discovery’s Chief Marketing Officer David Shackley. Plus the partnership is multi-platform across WWE television programming, [WWE.com](http://WWE.com), live events and social media.

Custom *Deadliest Catch* elements will be part of an integrated presence on [WWE.com](http://WWE.com) through mid-April including: exclusive video with WWE talent promoting *Deadliest Catch*; a “Battle Mode” game where fans pick their favorite Catch characters; and a tournament-style “Bracketology” where users vote for their favorite “catches” in WWE history.

Homepage takeovers, Facebook alerts from WWE talent and live events presence running through the premiere of *Deadliest Catch* on April 10 promises to bring this integrated, pulse-pounding promotion to millions of potential viewers.