



CELEBRATE SAVINGS & SUMMER WITH THE RETURN OF TLC'S EXTREME COUPONING

Season 3 of *Extreme Couponing* premieres Monday, May 28th at 10PM ET/PT on TLC

The savings extravaganza continues on TLC as the third season of *Extreme Couponing* returns with all new shoppers, stockpiles and strategies. As part of TLC's summer lineup, season three of *Extreme Couponing* premieres Monday, May 28th at 10PM ET/PT with passionate coupon-a-holics, and of course, nail-biting register checkouts.

Last year, TLC's *Extreme Couponing* was viewed by an average of 1.5M P2+ and since that launch, the term "extreme couponing" has propelled itself into the zeitgeist resulting in a national conversation and awareness about coupon use. It's been reported that shoppers saved \$4.6 billion with coupons in 2011, \$500 million more than the previous year. This increase is evidence that using coupons to save money is a habit that's being embraced by Americans.

This season follows some new couponers who have unique motives as to why they love to clip n snip. In the premiere episode at 10/9c, viewers will meet University of Louisville student Dominique, who teams up with his fraternity brothers to throw the biggest toga party the university has ever seen. The only way they can afford to do it is if Dominique pulls off the most extreme coupon shopping trip he's ever attempted. He pushes his frat brothers to any lengths to get the coupons he needs, including going door to door in togas asking for coupons and singing for coupons in the quad

We also meet Jeff, who comes from a dynasty of male couponers. Jeff and his brother Dan learned from father Dave, and now Jeff is teaching his son Sam how to coupon. At 8 years old, Sam is finally old enough to accept the family's heirloom coupon box and its valuable stash of no-expiration coupons. But to fully join his family's ranks as a fully-fledged couponer, Sam must first save at least 75% on his very first solo extreme couponing shopping trip.

Throughout the season, viewers will also get to know barter extraordinaire Aprille, who coupons for snacks that she trades for favors and car repairs at the car dealership she works at in Michigan. In Alabama, Minister Adrienne believes that paying full price is an abomination and spreads the coupon gospel to her congregation through her sermons. Amen to savings!

Sharp Entertainment produces the series for TLC; executive producer is Matt Sharp, co-executive producer is Rebecca Bruno.

About TLC

TLC is a global brand that celebrates extraordinary people and relatable life moments through innovative nonfiction programming. A top 10 cable network in key female demos, TLC has built successful franchises around the *Cake Boss* and *Say Yes to the Dress* brands. In 2011, TLC had 28 series averaging 1.0 million P2+ viewers or more including *Sister Wives*, *My Strange Addiction*, *Extreme Couponing*, *Toddlers & Tiaras*, *19 Kids and Counting*, *What Not To Wear* and *Long Island Medium*.

TLC is available in more than 99 million homes in the US and 228 million households in nearly 170 markets internationally. A destination online, TLC.com offers in-depth fan sites, exclusive video content, and original editorial covering style, home, food, and more. Fans can also interact with TLC via On Demand services, on mobile platforms, including an iPhone App, and through social media such as Facebook or @TLC on Twitter. TLC is part of Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 210 countries and territories.