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TLC TAKES THE CAKE WITH BUDDY VALASTRO

Master baker to be featured in the new series **CAKE BOSS**

March 25, 2009 – Los Angeles, CA – He’s created some of the most mouthwatering and elaborate cakes, including Britney Spears’ circus-themed 27th birthday cake, and now he’ll serve up the perfect recipe for TV entertainment when TLC airs a sneak-peek pilot of **CAKE BOSS** on April 19, 2009. The half-hour focuses on Buddy as he manages his booming business, Carlo’s Bakery in Hoboken, NJ, along with his big Italian family – including his mom and sisters - who run the shop with him. Produced by High Noon Entertainment, **CAKE BOSS** resumes as a series on May 25, 2009 at 10 PM.

“**CAKE BOSS** is a great mix for TLC – there’s great payoff watching Buddy’s amazing wedding and birthday cakes come to life, set against the backdrop of bigger than life characters and a relatable family dynamic,” explains Eileen O’Neill, President and GM of TLC.

Buddy Valastro, an accomplished fourth generation baker, is the owner of Carlo’s Bakery, a 10,000 sq foot state of the art facility, where he and his staff turn out thousands of wedding cakes, specialty cakes, and pastries weekly. “I was born into this business and practically have icing in my blood. Though my big family can sometimes drive me crazy, we are all working hard to make my father’s dream come true,” explains Buddy. “My passion is uniting old-world recipes with modern techniques, and I can’t wait to share what we’re doing with TLC’s audience.”

The pilot takes viewers into Buddy’s bakery as he keeps up with the normal demands of his successful business and the last minute addition of a high-profile opportunity to be featured in Brides Magazine, with only days to produce his cover-worthy cakes. This, plus his family tricks Buddy to make his dream cake for his own surprise birthday party.

Buddy is no stranger to the media world. He recently won a **FOOD NETWORK CHALLENGE** (March 22’s “Battle of the Brides”), and his cakes have been featured on the **TODAY** show, **GOOD MORNING AMERICA**, **THE VIEW**, and even HBO’s hit series, **THE SOPRANOS**. His award winning designs have also been featured numerous times in different bridal and baking magazines.

About TLC

TLC's innovative docu-series and reality-based programming include favorites Jon & Kate Plus 8, Little People, Big World, What Not to Wear, 18 Kids and Counting, and LA Ink. TLC defined home design with Trading Spaces and continues to renovate the genre. TLC's daytime lineup includes the Emmy Award-winning A Baby Story. The channel is available in more than 97 million homes in the US, nearly 8 million homes in Canada and through the website at www.tlc.com. 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 170 countries.