



**FOR IMMEDIATE RELEASE**

June 16, 2009

Contact: Andrew Scafetta: 240-662-5519  
[Andrew\\_Scafetta@discovery.com](mailto:Andrew_Scafetta@discovery.com) – OR –  
Debbie Gottschalk: 240-662-2930  
[Deborah\\_Gottschalk@discovery.com](mailto:Deborah_Gottschalk@discovery.com)

**SCIENCE CHANNEL'S *CATCH IT KEEP IT* TESTS CONTESTANTS' ENGINEERING  
METTLE IN A RACE AGAINST THE CLOCK TO RESCUE VALUABLE PRIZES**

*-- New Series Hosted by Zach Selwyn Premieres Friday, July 17, 2009 at 10 PM (ET/PT) --*

(Silver Spring, Md.) — Imagine a storied \$1,800 Gibson Les Paul guitar surrounded on all sides by a chemical compound that burns at more than 4,500 degrees Fahrenheit. Cringe as a timer counts down to the detonation of one year's supply – 672 bottles – of beer. Picture an expensive scooter being launched off an 80-foot long ramp suspended 26 feet off the ground. What fate will meet all of these treasured items? Total annihilation...unless three skilled challengers use science wisely to invent, design and build a contraption within 48 hours that will save the cherished prize. If they can catch it, they can keep it in Science Channel's all-new series **CATCH IT KEEP IT** premiering **Friday, July 17, 2009, at 10 PM (ET/PT)**.

During each episode of **CATCH IT KEEP IT** three contestants test their scientific and engineering mettle against Science Channel's "engineer of destruction," Mike Senese, who devises dastardly schemes uniquely designed to obliterate the prize of the week. The contestants must brainstorm, plan and construct a way to rescue the item within the span of 48 hours – teams can build anything from a blast/fire-proof box to a giant net used for catching objects in mid fall. Host Zach Selwyn guides viewers through the pressure-packed 48 hours of organized chaos as the team works tirelessly, not only against the clock, but also against passionate differences of opinion and seemingly never-ending obstacles. **CATCH IT KEEP IT** airs weekly **Fridays at 10 PM (ET/PT)**.

At the end of each episode viewers will see the contestants' inventive creation to the engineering problem, and hold their breaths as it's put to the test. Will the contestants walk away with the prize or will their invention fail miserably? "Engineer of destruction" Mike Senese

-more-

will also reveal how he would solve the problem with a unique design and build of his own. Can Mike's invention to save the prize outmaneuver his inventive way to destroy it?

The **CATCH IT KEEP IT** experience continues online at sciencechannel.com where the network is opening the message boards to our armchair engineers watching at home. During each episode, Science Channel will encourage viewers to go online to share how their idea for rescuing the prize are better than that of the team on screen. In addition, Zach and Mike will reveal their Ultimate Tool Kit, a guide to which tools everyone should have in their garage -- in the event that a scooter or your favorite beverage needs rescue from certain ruin, and will interact with viewers via their personal blogs. Sciencechannel.com also will feature a list of the top 10 uses for duct tape, an engineering quiz and an interactive piece on Newton's Laws of Motion.

"**CATCH IT KEEP IT** is a fun, fast-paced and irreverent approach to science programming," said Debbie Myers, Science Channel general manager and executive vice president of programming for Discovery Emerging Networks. "The series is truly an interactive experience for viewers, testing not only the ingenuity of its contestants, but allowing the audience to be creative and share their ideas or solutions online with others, as well as with Zach and Mike."

### **About Zach Selwyn**

Zach Selwyn is a television host, actor, writer and singer-songwriter. Selwyn entered the hosting arena in 2004 after besting over 20,000 contestants to become a finalist on ESPN's SportsCenter competition show "Dream Job." He has worked on many hit cable series including ESPN's *Around the Horn*, GSN's *Extreme Dodgeball* and G4's *Attack of the Show* and has appeared on HBO's US Comedy Arts Festival, *That '70s Show*, *Stargate: Atlantis*. Zach also has a strong musical background, including his band Zachariah and the Los Lobos Riders, which has collaborated with artists like Fergie. The band's albums include the country-rock *Ghost Signs*, 11 original songs for the 2005 film "Dead and Breakfast" (in which Selwyn also had a role), and his newest record "Alcoholiday." Extending his musical and comedic abilities, Selwyn recently entered into an agreement with Atom.com to write, produce and star in six comedy/music videos that will also be featured on Comedy Central. His web video "White People Problems" became the highest rated and viewed video on the website to date in April 2009.

### **About Mike Senese**

Ever since his dad taught him how to use a power drill at age three, Mike Senese has never met a piece of machinery he wasn't dying to take apart. Graduating from remote control vehicles to robotics to reviving a 39-foot, 26 ton 1963 caboose, he immersed himself into the dynamic worlds of physics, electronics and mechanical engineering. At 16, he spent his first summer abroad, promoting public health by constructing latrines in the Ecuadorian Andes. A few years later, he rebuilt his 1973 Land Rover bumper to bumper to explore the Arizona desert. As the

### **Science Channel / CATCH IT KEEP IT – Page 3**

science co-host of Fuse TV's "Rock and Roll Acid Test," Mike applied technical know-how to challenge the most extreme urban legends of rock music. Prior to that, he was based in San Francisco working at *Wired* and *ReadyMade* magazines. An accomplished guitarist and fair-to-midlin' drummer, Mike is also the co-founder of the record label Sneakmove.com.

**CATCH IT KEEP IT** is produced by True Entertainment. Brian Knappmiller is executive producer for True Entertainment. For Science Channel, Christo Doyle is executive producer.

#### **About Science Channel**

Science Channel is broadcast 24 hours a day and seven days a week to more than 56 million U.S. homes and simulcast on Science Channel HD. We immerse viewers in the incredible possibilities of science, from string theory and futuristic cities to accidental discoveries and outrageous inventions. We take things apart, peer inside and put things together in new and unexpected ways. We celebrate the trials, errors and brinking moments that change our lives forever. To find out more go to [www.sciencechannel.com](http://www.sciencechannel.com).

#### **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

###

**For photos or more information please log on to [press.discovery.com](http://press.discovery.com).**

**Follow the network on Twitter at [twitter.com/sciencechannel](http://twitter.com/sciencechannel).**