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DEADLIEST CATCH WASHES ASHORE WITH YET ANOTHER HUGE NIGHT
Cable's #1 Series Delivers 3.23 million viewers P2+, Discovery Channel Tops With Male Demos

(Silver Spring, Md.) The Tuesday night July 5th **DEADLIEST CATCH** premiere episode "Pirate School," earned a 2.22 HH / 2.08 Persons 25-54 AA% making it the #1 primetime (8P-11P) cable program for Persons 25-54 and Men 25-54 ratings and delivery (#2 among Men 18-49, behind Tosh.0).

Discovery was the #1 primetime (8P-11P) cable network for Men 25-54 and Men 18-49 ratings and delivery (#2 for Persons 25-54 delivery, #3 for Persons 18-49 delivery).

This marks the 13th week in a row that **DEADLIEST CATCH** has been the #1 Tuesday non-sports primetime cable telecast for Persons 25-54 and Men 25-54 in ratings and delivery

DEADLIEST CATCH out-delivered most broadcast programs, for Tuesday 7/5/11 prime delivery in key demos. Among Men (M25-54), Deadliest Catch was the #3 program in all of television, behind only two episodes of America's Got Talent on NBC. Discovery also out-delivered CBS for average M18-49 primetime delivery. Among M25-54, **DEADLIEST CATCH** out-delivered:

- ABC's *101 Ways to Leave a Game Show*
- ABC's *Wipeout*
- ABC's *Combat Hospital*
- CBS' *48 Hours Special: Casey Anthony*
- CBS' *NCIS*
- CBS' *NCIS: Los Angeles*
- FOX' *Kitchen Nightmares*
- FOX' *Masterchef*

An all new **DEADLIEST CATCH** continues next Tuesday, July 12 at 9pm e/p only on Discovery.

About Discovery Channel

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.4 million U.S. homes, can be seen in over 180 countries, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit www.discovery.com

About Discovery Communications

Discovery Communications (NASDAQ: DISAD, DISBD, 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.