



**FOR IMMEDIATE RELEASE:**

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**A RISING TIDE LIFTS ALL BOATS: DEADLIEST CATCH NUMBER ONE 14  
CONSECUTIVE WEEKS**

(Silver Spring, Md.) Tuesday night's **DEADLIEST CATCH** premiere episode, *The Island*, earned a 2.18 HH / 1.81 P25-54 AA%, making it the #1 non-sports primetime (8P-11P) cable program for Persons and Men 25-54. The Tuesday, July 12 episode delivered 2.98 million viewers P2+, propelling Discovery to the #1 primetime (8PM-11PM) cable network for Men 25-54 and Men 18-49 ratings and delivery.

**DEADLIEST CATCH** has now been the #1 Tuesday primetime cable program (excludes the NBA Playoffs on TNT) among Persons/Men 25-54 ratings and delivery, for 14 weeks in a row.

"The Island" also out-delivered most broadcast programs, for Tuesday 7/12/11 prime delivery in key demos. Among Men 25-54, **DEADLIEST CATCH** was the #2 non-sports program in all of television (behind only *America's Got Talent* on NBC). Among M25-54, Catch out-delivered:

- ABC's 101 Ways to Leave a Game Show
- ABC's Wipeout
- ABC's Combat Hospital
- CBS' 48 Hours
- CBS' NCIS
- CBS' NCIS: Los Angeles

The 10PM episode of **AFTER THE CATCH** was a top-performer posting 1.24 HH, .97 for Persons 25-54 and delivered 1.66 million viewers P2+.

Catch an all new **DEADLIEST CATCH** next Tuesday, July 19 beginning at 9PM ET/PT. Then at 10 PM ET/PT don't miss the world premiere of **ALASKAN MONSTER HUNT: HILLSTRANDED** when **DEADLIEST CATCH** captains Johnathan and Andy Hillstrand return to their hometown of Homer, Alaska for a very different kind of hunt -- to investigate sightings of a strange sea animal, Alaska's answer to the Loch Ness Monster. For more information please visit [press.discovery.com](http://press.discovery.com).

Source: NHI. Live+SD AA(000).

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