



**Fishin' Fine!
Catch Scores Monster Ratings for Second Week in a Row**

Discovery Channel's Tuesday nights are delivering an audience that is highly concentrated among the network's core demo with a 2.81 HH, 2.50 P25-54 for **DEADLIEST CATCH** and 1.56 HH, 1.3 P25-54 for **OUT OF THE WILD: THE ALASKA EXPERIMENT**.

For the second consecutive week, **DEADLIEST CATCH** was the #1 Prime cable program for M25-54,(1,664,000), M18-49 (1,591,00), P25-54 (2,706,000), P18-49 (2,585,000), and P2+ (4,049,000) delivery. Among all Prime television programs, **DEADLIEST CATCH** ranked in the top ten for M25-54 (#6), M18-49 (#4), and M18-34 (#8) delivery. And among M18-49, Deadliest Catch surpassed broadcast networks programs including NCIS and DANCING WITH THE STARS.

The strong numbers come as hundreds of fans prepare to gather in Seattle, this Saturday, April 25 for the very first *CatchCon* - a fan festival featuring all five captains and their fleet of fishing boats. The event sold out in less than 12 hours.

Discovery Channel dominated Tuesday night with a strong showing from **OUT OF THE WILD: THE ALASKA EXPERIMENT**, ranking among the top five cable shows of the night in P25-54 delivery (#4) M25-54 delivery (#4), P18-49 delivery (#5), M18-49 delivery (#4). For the second consecutive week, **OUT OF THE WILD: THE ALASKA EXPERIMENT** exceeded Discovery's Tuesday 10pm-11pm average for 2Q08 P2+ delivery (+13% to 2,115,000).

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