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**AMERICAN CHOPPER RIDES THE ROAD TO SUCCESS AMONG MEN**

*-Season Finale Out-Delivers All Broadcast Networks Among Men-*

The first hour of the two-part season finale of **AMERICAN CHOPPER: SENIOR VS JUNIOR** resulted in huge ratings for Discovery Channel on Monday, May 31. The telecast, *Cadillac Build-off*, earned a 2.19 HH / 2.00 P25-54 AA%, delivering 3.22 million viewers P2+, making it the #2 primetime cable telecast (excluding sports) among P/M25-54 and P/M18-49 ratings and delivery.

The episode out-delivered all broadcast programs for Monday 5/31/11 among Men 25-54 and Men 18-49 prime including:

- ABC's *The Bachelorette*
- FOX's *House*
- CBS's *How I Met Your Mother*
- CBS's *Two and a Half Men*
- NBC's *Minute To Win It*
- NBC's *Law & Order: LA*

Additionally, the 10PM ET/PT special telecast of **SWAMP BROTHERS**, *No Crocodile Tears on this Farm*, earned a .99 HH/ .76 P25-54 AA%, delivering 1.34 million viewers P2+.

Driven by the strong performances from both series, Discovery Channel was the #3 primetime cable network for P/M25-54 and M18-49 ratings and delivery.

This season of **AMERICAN CHOPPER: SENIOR VS JUNIOR** comes to an end next Monday, June 6 at 9PM ET/PT. **SWAMP BROTHERS** will continue the season this Friday, June 3 at its regular 10PM ET/PT timeslot. For more information on either series please visit [press.discovery.com](http://press.discovery.com).

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

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