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TLC SERVES UP A NEW SEASON OF 'CAKE BOSS' ON OCTOBER 26

Los Angeles, CA – TLC has been cooking up fresh new episodes of **CAKE BOSS** and is set to premiere season 2 of the hit series on **Monday, October 26 at 10 PM ET/PT**. The series, which quickly became one of the hottest shows on cable during its first season, continues to take viewers behind the scenes of a bakery in Hoboken, NJ, run by Buddy Valastro and his big Italian family.

MAIN COURSE (The Series)

In its first season, more than 2 million people tuned in each week to see Buddy and his team create mouth-watering creations – from how-did-they-do-that cakes to trays of traditional Italian pastries. As sweet as their creations are, the real treat is the loving antics of the entire Valstro family. While Buddy might be running the shop, he works alongside his mother, four sisters, three brothers-in-law, and other extended family, who don't always see him as the "boss."

"Buddy and his family have captured the hearts of America, and their skills in the bakery are more impressive each week. Buddy is a true artist," said Nancy Daniels, SVP, Production & Development, **TLC**. "The new season will not only bring more great cakes and Valastro hijinks, but we're giving our audience a chance to experience **CAKE BOSS** across all of our platforms. The great success of the series has also reinforced our commitment to developing more programming that celebrates the connection our viewers have with food."

This season, expect to see cakes that continue to defy expectations, from a gigantic ring that helps make the sweetest proposal possible, to Buddy and his team attempting to create a life-size race car cake for the Retail Bakers of America annual event. Can the "cake boss" make it to the finish line when all his peers are watching?

SECOND COURSE (Online)

With an audience hungry for more **CAKE BOSS**, **TLC.com** is also adding a new layer of content to the series fan site (<http://tlc.discovery.com/tv/cake-boss/cake-boss.html>), one of the network's top five most visited fan sites. Online, viewers can go deeper into the bakery to meet the team and interact with Buddy and his family. The site will offer more mouth-watering cakes in our extremely popular photo slideshows, and a chance to share fan experiences and personal visits to Carlo's.

Video continues to be a main ingredient. Full episodes will play after the network broadcast, and mashups will share the best scenes from the series (such as <http://tlc.discovery.com/videos/cake-boss-show-them-whos-boss.html> and <http://tlc.discovery.com/videos/cake-boss-special-delivery.html>).

Buddy will also reveal that he's more than a great baker when our cameras follow him home for a series of exclusive online cooking demonstrations. Showcasing the old-world Italian recipes that his father passed down, the webisodes will extend Buddy's reach from the sweet to the savory and inspire the audience in an all-new way.

This content will also be a part of **TLCcooking.com**, which offers original food and cooking related information, bringing **TLC**'s celebrations of love and life to the table.

DESSERT (The Extras)

Viewers will be able to experience their favorite episodes all over again when the **CAKE BOSS Season 1 DVD** is available to own starting November 3. **TLC** is also empowering everyone to unleash their inner Buddy with a line of customizable **CAKE BOSS Fan Gear**, from t-shirts to tote bags. Visit **TLCStore.com** for more information.



CAKE BOSS is also available on the following social media sites:

Twitter: <http://twitter.com/cakebossbuddy>

Facebook: <http://www.facebook.com/CakeBoss>

ABOUT TLC

TLC's innovative docu-series and reality-based programming include favorites Jon & Kate Plus 8, Little People, Big World, What Not to Wear, 18 Kids and Counting, and LA Ink. **TLC** defined home design with Trading Spaces and continues to renovate the genre. **TLC's** daytime lineup includes the Emmy Award-winning A Baby Story. The channel is available in more than 98 million homes in the US, nearly 8 million homes in Canada and through the website at www.tlc.com. **TLC** is part of **Discovery Communications** (NASDAQ: DISCA, DISCB, DISCK), the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries.