

FOR IMMEDIATE RELEASE:

April 20, 2011

Contact: Joshua Weinberg, 240 662 5274

Joshua_Weinberg@discovery.com

DEADLIEST CATCH IS WAVES ABOVE THE REST

Eleven Weeks at Number One in Cable, #3 for Men 25-54 delivery in All of Television

(Silver Spring, Md.) Tuesday night's **DEADLIEST CATCH** premiere episode, "Birds, Bones and Blood," earned a 2.58 HH / 2.21 Persons 25-54 AA% delivering 3.65 million viewers, making it the #1 primetime (8P-11P) cable program for Persons and Men 25-54 and #2 among Persons and Men 18-49 and Women 25-54. **DEADLIEST CATCH** was #3 for Men 25-54 delivery in <u>all of television</u>, finishing behind only *The Voice* and *America's Got Talent* on NBC.

DEADLIEST CATCH has now been the #1 Tuesday non-sports primetime cable telecast (excludes the NBA Playoffs on TNT) among Persons and Men 25-54 ratings and delivery, for 11 weeks in a row.

DEADLIEST CATCH out-delivered ABC's 101 Ways to Leave a Game Show and Wipeout, CBS' The Good Wife and NCIS; and FOX's Raising Hope and Masterchef.

This season's second episode of **AFTER THE CATCH** was also a top-performer, finishing #4 in all of cable, among Men 25-54, earning a 1.49 HH / 1.12 Persons 25-54 AA% and delivering 1.98 million viewers P2+.

An all new **DEADLIEST CATCH** airs next Tuesday, June 28 at 9pm, e/p and **AFTER THE CATCH** at 10pm e/p.