



FOR IMMEDIATE RELEASE
August 13, 2009

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ANIMAL PLANET UNLEASHES THE ADORABLE, THE FIESTY AND THE UNEXPECTED IN NEW SEASON OF POPULAR ANTHOLOGY SERIES *DOGS 101* AND *CATS 101*

- New Season of DOGS 101 Begins Airing on Animal Planet October 3 at 9 PM ET/PT as Part of All-New Saturday Pet Night-

SILVER SPRING, MD – Did you know that Michelangelo painted the Sistine Chapel with a Pomeranian by his side or that an Old English sheepdog inspired at least three Beatles songs? Or that the American Curl is one of the only cats known to have curly hair and that the record-setting age for a cat is 27? Viewers will meet and explore a new season of breeds from the Afghan dog to the Singapura cat in a fresh season of **DOGS 101** and **CATS 101** as part of Animal Planet's all new slate of pet programming on Saturdays this fall. Dog and cat lovers alike will learn the quirky traits and amazingly unique facts, in addition to all the information every pet parent should know, for the well-known and more exotic breeds. Capitalizing on the success of season one, the second seasons of **DOGS 101** and **CATS 101** delve deeper showcasing 37 dog breeds and 18 different cat species. Beginning Saturday, October 3 at 9 PM (ET/PT), the new season of **DOGS 101** premieres as part of Animal Planet's all-new pet programming night. The second season of **CATS 101** debuts Saturday, November 7 at 9 PM (ET/PT).

"This series is a wink and a nod to what every pet owner knows -- that their dog or their cat is definitely the best, or the handsomest, or the funniest, or simply the most unusual," says Marjorie Kaplan, president and general manager, Animal Planet Media. "**DOGS** and **CATS 101** celebrates all that quirky uniqueness in its stories and facts and even its distinctive look. If you thought you knew everything about these creatures after season one, just wait until you learn about the Xoloitzcuintli."

Dogs have the courage to chase lions, the dignity to sit at the feet of royalty and some claim even the smarts to read—they are also considered to be man's best friend. With more than 150 dog breeds

recognized by the American Kennel Club, **DOGS 101** sheds new light on common breeds and showcases lesser known, but equally loveable, breeds. Everything from the Portuguese Water dog making waves in the political waters of Washington, D.C. as the pet of the first family, to how Dalmatians became so closely associated with fire houses, **DOGS 101** uncovers surprising details about everyone's favorite dog breeds including rare breeds such as Xoloitzcuintli and the Puli. Learn which dog breeds are best for urban living and which ones are great companions for kids. Using a mix of animal experts and enthusiasts including Dr. Karen Halligan, pet trainer Andrea Arden and veterinary behaviorist Dr. Nicolas Dodman, as well as the personal stories of pet owners and stylized dog photography, **DOGS 101** is an unprecedented look at man's best friend. In a special **DOGS 101: UGLY DOGS**, viewers will even learn that beauty is in the eye of the beholder and that missing teeth and a lack of fur can be a positive thing as the winner of the year's World's Ugliest Dog contest is revealed.

CATS 101 takes you inside the most popular feline breeds. From the rollicking Russian Blue, to the family-friendly Norwegian Forest cat, **CATS 101** is a catalogue of the fascinating reasons we love cats. In this season of **CATS 101**, viewers will learn about one of the world's oldest recognized breeds; a breed named for its resemblance to an ocelot; and a feline with a distinct mutation that affects the length of its tail even making it possibly tailless!

DOGS 101/CATS 101 is produced for Animal Planet by Powderhouse Productions. John Tomlin is co-executive producer and Robert Kirwin and Sean Baker Carter are the executive producers for Powderhouse Productions. Melinda Toporoff is the executive producer for Animal Planet. Marc Etkind, vice president of development for Animal Planet, developed **DOGS 101/CATS 101** for the network.

As Animal Planet is ramping up its all-new Saturday night of pet programming, the network is also bolstering its line of pet products. Timed to the October 3 premiere of **DOGS 101**, Animal Planet and MerchSource will launch a new line of branded pet care products including pet beds, blankets, leashes, and other items to debut at national retailers such as Bed, Bath, and Beyond and JCPenney. The MerchSource deal expands the network's existing line of pet products, designed by JAKKS Pets™, that include a variety of toys modeled after animals from all across the world that are available at PetSmart stores nationwide.

About Animal Planet Media

Animal Planet Media (APM), a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. APM consists of the Animal Planet television network, available in more than 95 million homes in the US; online assets www.animalplanet.com, the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; Petfinder.com, the #1 pet-related Web property globally that facilitates pet adoption; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.

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