

**ALL-NEW DISCOVERY SERIES 'DUAL SURVIVAL' RANKS AS #1 NON-FICTION  
CABLE PROGRAM IN PRIME TIME AMONG MEN**

The series premiere of **DUAL SURVIVAL** on Friday, June 11 ranked as the #1 non-fiction cable program in prime time among men (M25-54/M18-49) in ratings and delivery. It was also the #3 cable program in its time slot and the #4 cable program for the evening (no exclusions), among M18-49.

The kick-off episode "Shipwrecked" earned a 0.92 HH / 0.62 P25-54 AA%, posting double-digit gains for the network in most key demos, compared to the year-ago time slot (2Q09, TUE 10PM).

The 10PM telecast surpassed some primetime broadcast telecasts Friday night, bringing in more viewers in key male demos than CBS (*Medium* for M18-49) and FOX (*Good Guys* for M18-49).

**DUAL SURVIVAL** is an all-new 10-part series following two survival experts, military-trained Dave Canterbury and naturalist Cody Lundin, as they take on some of the planet's most unforgiving terrain to demonstrate how the right skills and some creative thinking can keep you alive.

In the premiere episode "Shipwrecked," Canterbury and Lundin were on a deserted island off the coast of Nova Scotia – in the dead of winter – equipped with only items they were able to salvage from the life raft they used to reach the island: an emergency mylar blanket, a plastic tarp, two knives and a single rescue flare. They used these items and their arsenal of skills to find shelter, build a fire and find food and water – showing what it takes to survive.

In this week's episode, Canterbury and Lundin take on a mountaineer's worst nightmare. They are stranded on top of a mountain in New Zealand. Together, they battle 8,000-foot glacial peaks, unstable crevasses and deep rocky canyons on their way to safety.

For more information, visit [press.discovery.com](http://press.discovery.com).

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