



DISCOVERY'S 'DUAL SURVIVAL' RANKS AS #1 CABLE PROGRAM IN PRIME TIME AMONG MEN FRIDAY NIGHT

Discovery Channel's all-new series **DUAL SURVIVAL** continues to be a favorite among men. The third episode, *Out of Air*, premiered Friday, June 25 at 10PM e/p, earned a 1.04 HH / 0.72 P25-54 AA%, making it the #1 cable program in prime among Men (M25-54/M18-49) in ratings and delivery. It was watched by 1.4 million people, including 582,000 men 18-49 and 539,000 men 25-54.

The ratings propelled Discovery Channel to rank as the #1 cable network in delivery during Prime among M18-49 and #2 among M25-54/M18-34 on Friday, June 25.

The 10PM premiere telecast of **DUAL SURVIVAL** surpassed many primetime broadcast telecasts on 6/25/10, bringing in more viewers in key male demos than ABC (*Wife Swap* for M18-49), CBS (*Medium* for M25-54, M18-49), FOX (*Bones* for M18-49, *House* for M18-49) and NBC (*Dateline* 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 episode *Out of Air*, Canterbury and Lundin were lost SCUBA divers who were fortunate enough to find air, but were deep inside the maze of caves in Belize. Together, equipped with only their dive gear, they had to find their way out of the caves, through the dense jungle and to safety.

In this week's episode, airing Friday, July 2 at 10PM e/p, Canterbury and Lundin head into Peru's infamous 'Valley of the Volcanoes' to take on the ultimate lost-in-the-desert survival scenario – a broken down car, miles from civilization, in the middle of a lava-scorched land with few vital survival resources.

For more information, visit press.discovery.com.

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