



FOR IMMEDIATE RELEASE

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**GLIMPSE INSIDE NORTH CAROLINA'S BARTER AND AUCTION
ECONOMY IN NEW DISCOVERY SERIES 'DUKES OF HAGGLE'**

-12 Part Series Kicks Off Tuesday, October 1 at 10pm ET/PT-

(LOS ANGELES, CA) For many Americans, cash is king, but things work differently along the back roads of the American south. A cash-strapped economy has given rise to a whole new breed of savvy tradesmen who barter for a living. Deep in the heart of Appalachia, these barterers spend their time scouring farms, flea markets, backyards and junkyards for items they can sell at the weekly auction. The series, premiering on Discovery on Tuesday, October 1 at 10pm ET/PT, will take viewers inside the underground barter and auction economy, where one man's trash is truly another man's treasure.

In the foothills of Hickory, North Carolina, four rival barter teams leave no stone unturned in order to find the items that will earn them a weekly paycheck. This comical group remains fiercely competitive as their livelihood depends on finding valuable items to flip for big profits at weekly auctions. From Prohibition-era kegerators to Civil War swords, from classic Chevy pick-ups to Colonel Sanders weathervanes, these barter sharks go head to head with every tradesman in town to talk the sellers into the most profitable deals. The best swappers in the south only have a few days to fix up their items and flip them at Neal Auction house every Friday night. On Tuesday, October 1 from 10pm-10:30pm ET/PT and 10:30pm-11pm ET/PT, Discovery invites viewers to step into the old-fashioned and competitive world of bartering.

DUKES OF HAGGLE is produced for Discovery by MAK Pictures. Executive Producers for MAK are Mark Kadin, Will Ehbrecht, Ed Cunningham, Calvin Simmons and Tucia Lyman. For Discovery, Executive Producers are Denise Contis and Joseph Boyle with Tara Hunter as Coordinating Producer.

About Discovery Channel

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.8 million U.S. homes, can be seen in 210 countries and territories, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit www.discovery.com

About Discovery Communications

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