



FOR IMMEDIATE RELEASE

February 25, 2013

Contact: Phil Zimmerman, 310-975-5975

phil_zimmerman@discovery.com

'DEADLIEST CATCH' CAPTAINS TRADE BERING SEA FOR AUSTIN AND MAKE SXSW DEBUT

*– Captains Sig Hansen, Johnathan Hillstrand and Keith Colburn to Discuss
'Twitter for Tough Guys' and to Host 'Captains' Concert' –*

LOS ANGELES – Social media is about transparency and breaking down barriers. But what happens when the passionate fans, captains and crews of Discovery Channel's **DEADLIEST CATCH** take to these platforms to extend their relationships beyond the TV screen?

Attendees of the 20th Annual SXSW Interactive Festival will find out next month when Discovery Channel makes its inaugural appearance with [Deadliest Catch's Twitter for Tough Guys](#). Captains Sig Hansen, Johnathan Hillstrand and Keith Colburn will candidly discuss the role social media has played in their relationship with their fans. The panel will also offer an in-depth look at the role social media has played in the groundbreaking series, returning in April, and give SXSW goers an exclusive world premiere clip from the ninth season of **DEADLIEST CATCH**.

Deadliest Catch's Twitter for Tough Guys

Saturday, March 9 | 12:30-1:30pm | Hyatt Regency Austin | Austin, TX

http://schedule.sxsw.com/2013/events/event_IAP944

Additionally, the session will look at how Discovery Channel has encouraged its fans to interact with the series – from popular social media reloads to live, on-air Tweets integrated into last year's AFTER THE CATCH episodes to innovating across platforms and generating record social media buzz for the series. Proper [SXSW Interactive](#) credentials are required to attend this panel.

That evening, viewers of the series and aficionados of great music are invited to The Captains' Concert, hosted by Discovery Channel and everyone's favorite captains. The free event at Stubb's will feature live performances from The Couch, Quiet Company and The Tontons. Space will be limited, and attendees are encouraged to register for the event by following the link below.

Deadliest Catch Presents: The Captains' Concert

Featuring Black Pistol Fire, Quiet Company & The Tontons

Saturday, March 9 | 8pm | Stubb's | 801 Red River Street | Austin, TX

<http://thecaptainsconcert.eventbrite.com>

Fans attending SXSW, and those who cannot, are encouraged to follow the [#CatchSXSW](#) hashtag and [@DeadliestCatch](#) on Twitter for updates leading up to and during the panel and the concert. **DEADLIEST CATCH** fans can also connect with each other year-round at facebook.com/deadliestcatch.

If you are a member of the media that will be attending SXSW Interactive and would like to inquire about interviewing the Captains, please email phil.zimmerman@discovery.com.

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

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.8 billion cumulative subscribers in 209 countries and territories. Discovery is dedicated to satisfying curiosity through 149 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as U.S. joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including Revision3. For more information, please visit www.discoverycommunications.com.

###