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Contact: Sean Martin, 212-548-5898

Sean_Martin@Discovery.com

**TRANSFORM TRASH INTO TREASURE IN
DISCOVERY CHANNEL'S NEW SERIES DIRTY MONEY**

If You Can Find It Here, You Can Sell It Anywhere

(New York, NY) – The old adage that one man's trash is another man's treasure is brought to life in the new Discovery Channel series DIRTY MONEY, premiering on Tuesday, August 9th at 10 PM ET/PT. In a fascinating look at what happens when a passion becomes a lifestyle, DIRTY MONEY brings together the tale of two brothers, a few dumpsters...and an uncanny knack for creating must have collectibles.

John and Jimmy DiResta live and breathe flea markets. With the help of John's son Matthew (AKA "Rat-Boy"), the DiResta brothers live by the mantra, "Find it. Fix it. Sell it!" Their treasure map? The Big Apple. The DiResta brothers set out scouring New York City – from the dumpsters of the Lower East Side to flea markets scattered throughout the five boroughs to various antique shops and collectors. Their treasure? Items they can completely renovate and reinvent to sell for profit. Whether it's transforming a tattered old kids bicycle into a chain-saw powered, Evel Knievel inspired bike or taking a pile of wood and building a beautiful, one-of-a-kind Manhattan skyline bench, these brothers know how to create something out of nothing. Or at least out of a pile of junk.

The DiResta brothers developed "the sickness" – an addiction to flea markets – as young children growing up on Long Island. Their father – known as the "Lord of the Fleas" – raised John and Jimmy as part of the flea market culture. They've used what they have learned as kids to create a successful family business. Between John's witty sales pitches, Jimmy's gift of artistry and creativity, and Matthew's keen eye, these three dumpster divers will take their DIRTY MONEY and turn garbage into gold.

DIRTY MONEY is produced for Discovery Channel by Vidiots. Michael Amoia and Anthony Amoia are executive producers for Vidiots, and French Horwitz is executive producer for Discovery Channel.

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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 over 180 countries, 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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