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### **TLC RINGS UP “EXTREME COUPONING” SERIES**

TLC has ordered the new series EXTREME COUPONING, based on the one-hour special that aired December 29, 2010 and was viewed by 2.1 million P2+ viewers.

Each of the series' 12 half-hour episodes introduces viewers to America's most extreme “super couponers,” sharing why they are so driven by the deals and witnessing their amazing couponing ways firsthand. From seeing their shocking stockpiles of merchandise they rack up to demonstrating their dramatic shopping skills, EXTREME COUPONING shares the world of everyday people in pursuit of extraordinary deals.

“EXTREME COUPONING captured the audience's attention because it taps into people's desire to save money and find the best deals out there. The series will share even more tips and profile passionate people who have turned clipping coupons into a way of life,” said Eileen O'Neill, President and GM of TLC.

EXTREME COUPONING is produced for TLC by Sharp Entertainment and is expected to premiere this spring.

#### **About TLC**

TLC's innovative docu-series and reality-based programming include favorites Kate Plus 8, Little People, Big World, What Not to Wear, 19 Kids and Counting, Say Yes to the Dress, and LA Ink. TLC added to its menu of programming with Cake Boss and continues to expand into the food genre. TLC's daytime lineup includes the Emmy Award-winning A Baby Story. The channel is available in more than 99 million homes in the US, nearly 8 million homes in Canada and through the website at [www.tlc.com](http://www.tlc.com). TLC is part of Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries.