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“EUROSPORT ON VELOCITY” BRINGS THE BEST OF EUROPE’S LARGEST SPORTS TELEVISION NETWORK TO THE UNITED STATES FOR THE FIRST TIME EVER

--EUROSPORT ON VELOCITY Programming Block Debuts Saturday, September 28 from 1-3 PM ET/PT--

(Silver Spring, Md.)— Velocity, the first cable network targeting an upscale male audience, announced today **EUROSPORT ON VELOCITY**, a new Saturday afternoon programming block that will bring Europe’s largest sports television network to viewers in the U.S. for the first time. Beginning Saturday, September 28, **EUROSPORT ON VELOCITY** will bring the U.S. audience a weekly block of motorsports programming from 1-3 PM ET/PT with encore presentations on Sunday morning.

EUROSPORT ON VELOCITY marks the first time in the 24-year history of Eurosport that the network will be broadcast in the U.S.

“**EUROSPORT ON VELOCITY** is one more way we are strengthening Velocity’s connection with our target audience,” said Robert Scanlon, general manager of Velocity. “As the exclusive home for Eurosport in the U.S., Velocity is delivering unique programming that no other U.S.-based network can offer to viewers. We’re excited to be the American flagship for such a well-established, high-quality brand and look forward to working with the Eurosport team.”

Eurosport Group CEO, Jean-Thierry Augustin, comments, “This is the first programming agreement with Discovery Communications since our partnership was forged end of 2012. It’s a great example of the powerful synergies and opportunities we can create together. For the first time in Eurosport’s history, American viewers will have a sight of our channel’s immersive and expert sports TV production and best-in-class commentary. We’re delighted our flagship channel’s initial programming steps into the U.S. will be on our stakeholder’s channel, Velocity.”

In the premiere season of **EUROSPORT ON VELOCITY**, beginning **Saturday, September 28 from 1-3 PM ET/PT**, Velocity and Eurosport introduce four motorsport series to U.S. audiences:

- Competing from January to November across Europe, the 2013 FIA European Rally Championship features eleven exciting events on asphalt, gravel and snow. Velocity will carry all of the highlights. The series is managed and promoted by Eurosport Events, the Eurosport Group's expert division which delivers all aspects of sporting event management, ranging from TV production to media rights distribution, marketing and commercial investment.
- British Superbike is one of the "big three" series in motorcycle racing alongside MotoGP & the World Superbike Championships. Attracting 32 world class riders from all over the world and powered by 16 elite teams featuring leading manufacturers Honda, Suzuki, Yamaha, Ducati, Kawasaki, BMW and Aprilia: the new "showdown" format will deliver intense racing all season long.
- The Silk Way Rally is the second largest rally event in the world. Kicking off in Moscow, more than 130 rally cars and trucks race across the Russian Federation – covering more than 3,000 kilometers (1,864 miles) over seven days.
- Considered one of the most prestigious international cross country rallies, the Abu Dhabi Desert Challenge is a 5-day motorsport spectacular featuring motorcycle, quad-bike, four wheel and truck competitors.

About Velocity:

Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the upscale men's cable network that provides thrilling HD programming for its viewers. Velocity programming is diverse, intelligent and engaging, with series and specials representing the best of the automotive, sports and leisure, adventure and travel genres. Formerly HD Theater, the fully HD network is available in approximately 52 million homes. For more information on Velocity, please visit Velocity.tv, on Facebook at [facebook.com/VelocityTV](https://www.facebook.com/VelocityTV) or on Twitter @VelocityTV1

About Eurosport TV Channels:

Eurosport is the n°1 pan-European TV channel, broadcasts in 20 languages and reaches 131 million homes across 54 countries. Eurosport HD is the high definition simulcast of Eurosport. Eurosport 2 broadcasts to 63 million households in 18 languages across 51 countries. Eurosport 2 HD was launched in August 2009. Eurosport Asia-Pacific reaches 17 countries in the region and launched an HD channel in September 2011. Eurosportnews is the sports news channel transmitted worldwide.

About Discovery Communications:

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than two billion cumulative subscribers in 223 countries and territories. Discovery is dedicated to satisfying curiosity through 162 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. Across the Nordic region, Discovery owns and operates SBS Discovery Media, a top-three portfolio of 20 television brands that feature leading nonfiction content, as well as locally produced entertainment programs, sports and the best scripted series and movies from major studios. Discovery also is the leading provider of educational products and services to schools, including an award-winning series of digital

textbooks, and owns and operates a diversified portfolio of digital media services, including Revision3. For more information, please visit www.discoverycommunications.com.

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