



FOR IMMEDIATE RELEASE

Contacts: Dustin Smith, (310) 975-1640, dustin_smith@discovery.com
Niki Kazakos, (310) 975-1658, niki_kazakos@discovery.com

SHARPEN YOUR SCISSORS! TLC PREMIERES SECOND SEASON OF “EXTREME COUPONING”

The series that kicked off a national savings spree returns for a second season when EXTREME COUPONING premieres on Wednesday, September 28 at 10/9c. Ringing up bigger savings and savvy strategies, the new season has 12 episodes showcasing 24 couponers who are turning trash into cash. The network will offer a sneak peek of the season with an all-new episode airing on September 12 at 10/9c, out of the series finale of KATE PLUS 8.

“EXTREME COUPONING reveals the visceral excitement of found money. Turning saving cash into a competitive sport, the series will continue to profile the creative shoppers who feed their families and communities without breaking their budgets,” said Amy Winter, GM, TLC.

In the premiere episode at 10/9c, viewers will meet April, a super organized and disciplined mom of SEVEN teenagers in Pennsylvania, who puts her skills to work for the weekly Sunday meal she provides at her church - with a limited budget, she provides food for 200 parishioners every week. Then, in North Dakota, Carla takes to the grocery store with her best "frenemy" for a friendly competition to see who can get the biggest savings. Carla loves coupons so much, she added newspaper sales to her framing business, and now sells over 600 papers per week!

At 10:30/9:30c, a second episode will premiere, featuring Erin, who is couponing for her little sister's upcoming wedding in upstate New York. She has just \$150 to buy enough food to feed all 280 wedding guests, and is also applying her savings skills to everything from decorations to her bridesmaid's dress. Then, in North Carolina, Shavon has a sentimental attachment to her coupon collection - it contains "vintage" no-expiration-date coupons that were left to her by her couponing mentor and idol, her grandmother. Her sister didn't inherit the couponing gene as strongly as Shavon, so she takes her shopping to teach her a lesson and help beef up her dwindling stockpile.

The first season of EXTREME COUPONING averaged 1.9 million viewers, and each week was a top 3 cable program on Wednesday nights with key female demos. Sharp Entertainment produces the series for TLC; executive producer is Matt Sharp, co-executive producer is Rebecca Bruno.

About TLC

TLC is a global brand that celebrates extraordinary people and relatable life moments through innovative nonfiction programming. A top 10 cable network for women, TLC has built successful franchises around the Cake Boss, Say Yes to the Dress and Police Women brands. In the first half of 2011, TLC had 23 series averaging 1.0 million viewers or more including Extreme Couponing, Sister Wives, 19 Kids and Counting, What Not To Wear, and Kate Plus 8.

TLC is available in more than 99 million homes in the US and 75 million households in 34 countries internationally. A destination online, TLC.com offers in-depth fan sites, exclusive video content, and original editorial covering style, home, food, and more. Fans can also interact with TLC via On Demand services, on mobile platforms, including an iPhone App, and through social media such as Facebook or @TLC on Twitter. 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 210 countries and territories.