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DISCOVERY'S 'GOLD RUSH' AND 'FLYING WILD ALASKA' BRING IN HUGE NUMBERS FOR SECOND WEEK

'GOLD RUSH' #1 PROGRAM AMONG MEN IN ALL OF TELEVISION ON FRIDAY NIGHT

DISCOVERY #1 NETWORK IN ALL OF TELEVISION ON FRIDAY NIGHT AMONG MEN

(Silver Spring, Md.) – Discovery Channel's primetime line-up on November 4th propelled the network to the #1 spot in ALL OF TELEVISION for the night among M18-49 (ratings and delivery). Episodes of **GOLD RUSH** and **FLYING WILD ALASKA** finished as the #1, #2 and #3 non-sports programs in cable among M25-54 delivery on Friday night.

The all-new **GOLD RUSH** premiere at 9PM ET/PT ("Virgin Ground") was the #1 program in all of television during primetime (no exclusions) among Men 18-49 in ratings and delivery and was #2 in all of television among Men 25-54 (behind only Blue Bloods on CBS). The telecast earned a 2.62 HH / 2.08 P25-54 AA%, delivering an average of 3.85 million viewers (P2+). The episode also swept key demos on cable, finishing #1 among Persons, Men and Women (25-54, 18-49, 18-34).

Leading into "Virgin Ground" was an 8PM encore presentation of last week's **GOLD RUSH** season two premiere titled "Twist of Fate." This telecast finished as the #3 cable program on Friday night among Men 25-54.

The 10PM premiere telecast of **FLYING WILD ALASKA** ("Tomorrow Island") earned a 1.37 HH / 0.94 P25-54 AA%, delivering an average of 1.97 million viewers (P2+). It was the #2 primetime cable program among Persons and Men 25-54 ratings and delivery on Friday night (excluding sports).

All-new episodes of **GOLD RUSH** and **FLYING WILD ALASKA** premiere this Friday at 9PM and 10PM ET/PT. Below are sneak peeks of this week's episodes, available for previewing and embedding.

Parker's First Clean Out | Gold Rush

Link: <http://www.youtube.com/watch?v=7xprRYN0nkY>

Leg Wrestling | Flying Wild Alaska

Link: <http://www.youtube.com/watch?v=dRAD4vF4NBI>

Source: NHI. Live+SD AA(000).

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