



**FOR IMMEDIATE RELEASE**

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**SHARK WEEK RETURNS TO DISCOVERY CHANNEL WITH THE  
MOST HOURS OF SHARK PROGRAMMING EVER**

**The 26<sup>th</sup> Annual Shark Week Kicks Off August 4**

(Silver Spring, MD) SHARK WEEK, television's longest running must-see summer TV event, returns to Discovery Channel on Sunday, August 4 at 8PM. Building upon last year's eight shark-filled specials, a whopping 11 SHARK WEEK episodes coupled with the first ever late night SHARK WEEK talk show gives this year's SHARK WEEK the most premiere hours ever featured in the 26-year history of the event.

One of this year's SHARK WEEK firsts is *Shark After Dark*, Discovery's new late-night talk show that will air each evening during SHARK WEEK. Our host will lead viewers through an hour-long celebration of all things shark-related with segments that highlight favorite moments from SHARK WEEK. The show also features unexpected guests, shark experts, shark attack survivors, and more.

Following a year of shark encounters closely followed by the media, *Sharkpocalypse* examines the trend of sharks moving in closer to shorelines and debates whether there is a connection between declining shark populations and the increase in shark attacks.

Another first this year is Shark Cam, a robot submarine that is used to track sharks in a new and exciting way. *Return of Jaws* includes spectacular footage of Shark Cam following Great White Sharks living and hunting off the shores of Cape Cod. Footage of a 17-foot Great White is seen at close range over a five hour period as the shark hunts seal colonies, comes close to shore in less than four feet of water, and takes a chilling interest in one specific area.

In *Megalodon: The Monster Shark Lives* (WT), Discovery brings SHARK WEEK viewers on a search for a massive killer great white shark responsible for a rash of fatalities off the coast of South Africa. One controversial scientist believes that the shark responsible could be Megalodon, a 60-foot relative of the great white that is one of the largest and most powerful predators in history. Our

oceans remain 95% unexplored, and this massive prehistoric predator has always been shrouded in secrecy, but after a rash of newly discovered evidence, authorities are forced to investigate whether this predator, long thought to be extinct, could still be lurking in our deepest oceans. A crew of scientists and shark experts examine evidence.

*I Escaped Jaws* features yet another SHARK WEEK first as we utilize for the first time real shark attack footage captured by eye-witnesses to examine harrowing first-hand accounts from everyday people who stared into the jaws of a shark and survived. Some used their wits; some relied on experience, and all lived to share their chilling stories.

A lesser-known shark "hot spot" is explored in *Voodoo Sharks*, where Bull Shark populations have moved beyond oceans and U.S. coasts to the bayous of Louisiana. Nicknamed 'Voodoo Sharks' by local shrimp fishermen, these Bull Sharks have the extraordinary ability to live in both salt and fresh water environments. They show up by the hundreds in the bayous of Louisiana and create more than just confusion for those who encounter these dominant and startling predators for the first time.

Natural history producer Jeff Kurr returns to SHARK WEEK after 2011's Emmy®-nominated *Ultimate Air Jaws* and 2012's *Air Jaws Apocalypse*. In *Great White Serial Killer*, Kurr sets out to examine two fatal shark attacks near Vandenberg Air force base in California and uses evidence found at both sites to try to determine if one shark was responsible for both attacks.

*Air Jaws* programming has pushed and expanded our understanding of Great Whites sharks and has become one of the iconic SHARK WEEK programs. In *Air Jaws: Beyond the Breach*, a documentary crew goes behind the scenes to see how *Air Jaws* has changed what we know about these incredible creatures and to give shark week viewers a sneak peek into the next Air Jaws special, *Finding Colossus*, which will air during SHARK WEEK 2014.

Also slated this year is *Spawn of Jaws* which follows a scientist on the brink of a breakthrough as he reveals the life cycle of the Great White Shark for the first time, including mating and pupping. *The Great White Gauntlet* (WT) explores the dangers of abalone diving, which can be as both lucrative and dangerous because it happens in one of the most deadly shark feeding grounds in the world where the Great White Sharks prowl. *Top 10 Sharkdown* updates the international shark attack files for the 21st century and takes a closer look at the sharks you don't want to meet this summer -- and the ones you're most likely to encounter. And *Alien Monster Sharks* follows American and Japanese scientists as they descend into the deepest and darkest unexplored oceans on earth in search of some of the more incredible and bizarre sharks on the planet, from the Goblin shark to the elusive, giant Megamouth shark.

SHARK WEEK shows no signs of slowing down. Ratings for 2012 propelled Discovery Channel to the #1 non-scripted cable network spot for P18-49 delivery and the top cable network for P/W 18-34 delivery.\* Grabbing 21.4 million viewers P2+, premieres of SHARK WEEK last year

surpassed SHARK WEEK 2011 premiere viewership (18.63M P2+) across all key demos. \*\* On the social media front, there were more than 1.6 million Tweets about SHARK WEEK (doubling the volume of 2011), and SHARK WEEK accounted for 35% of all cable social activity from August 12-16, according to Trendrr.

For more information on all things sharks, fans can head over to SharkWeek.com, the destination for SHARK WEEK content featuring infographics, videos and other interactive elements including games.

SHARK WEEK is a digital and social media megalodon, with double-digit increases in visits to SharkWeek.com last year and a record 1.6 million Tweets during the iconic programming event. The fansite is the top destination online for shark lovers and will feature an all-new live Shark Cam this year, in partnership with the National Aquarium. In addition, fin fans can enjoy SHARK WEEK's first original online web series, a virtual sub-aquatic road trip, a live Shark Tracker and a synced simultaneous viewing experience with Discovery Plus that complements the 2013 premiere lineup every night. On social, viewers can get the latest SHARK WEEK updates and connect with fellow fans at facebook.com/sharkweek and by following @SharkWeek on Twitter.

Discovery Education, the global leader in standards-based digital content for K-12, will bring the science of sharks to students and families around the world. Through the introduction of Shark Week programming to its award-winning digital textbook series--Discovery Education Science Techbook--educators will receive dynamic tools to support natural science, earth science and biology concepts and lessons. Available in over half of all U.S. schools, community colleges, and in 50 countries around the world, Discovery Education partners with districts to transform classrooms with customized solutions that accelerate academic achievement.

Fans can also order must-have SHARK WEEK gear at DiscoveryStore.com, including shark week themed iPad cases, t-shirts, coffee mugs and water bottles, among other items. Discovery's *Sharkopedia: The Complete Guide to Everything Shark* (2013 - Time Home Entertainment), a book full of captivating photos and cool facts about these astonishing creatures, is also available at DiscoveryStore.com.

Discovery Channel will again draw attention to the plight of sharks and the rising threats currently facing both sharks and seals around the world through in-depth, multi-platform content produced in conjunction with SHARK WEEK partners that include for the very first time National Oceanic and Atmospheric Administration's (NOAA) National Marine Fisheries Service, the federal agency, a division of the Department of Commerce, responsible for the stewardship of the nation's living marine resources and their habitat. NOAA's National Marine Fisheries Service is responsible for the management, conservation and protection of living marine resources within the United States' Exclusive Economic Zone.

Another first ever SHARK WEEK partner is One World One Ocean, a for-purpose, multi-platform media campaign that is harnessing the power of film, television and new media to generate greater global awareness of the ocean's importance to society. Additionally, Discovery will again partner this year with Oceana through multi-platform content and public service announcements. Oceana is the largest international non-profit group working solely to protect the world's oceans and wins policy victories for the oceans using science-based campaigns. Since 2001, they have protected over 1.2 million square miles of ocean and innumerable sea turtles, sharks, dolphins and other sea creatures. Another first Shark Week partner this year is One World One Ocean.

\* Source: Nielsen. NHI Calendar. Mo-Th, 8/13/12-8/16/12. L+SD AA(000) Rank.

\*\* Source: Nielsen NPower. Cume. 6min Qual. All Shark Week Premieres. 7/31/11-8/6/11 vs. 8/12/12-8/18/12

### **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 210 countries and territories, 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](http://www.discovery.com).

### **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](http://www.discoverycommunications.com).

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