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**FLYING WILD ALASKA DEBUTS AS HIGHEST-RATED NEW SERIES PREMIERE
IN DISCOVERY CHANNEL HISTORY**

***-- Over 6 Million Tune In as Discovery Channel Dominates Fridays with FLYING
WILD ALASKA and GOLD RUSH: ALASKA --***

(Silver Spring, Md.) – Discovery Channel continues to dominate Friday nights as the #1 cable network in Persons/Men 25-54, Persons/Men 18-49 and Persons/Men 18-24 delivery on Friday, January 14, 2011. Additionally, over 6 million gross average viewers tuned in to the series premiere of **FLYING WILD ALASKA** and a new episode of the hit series **GOLD RUSH: ALASKA**.

FLYING WILD ALASKA launched at 9PM ET/PT as the highest rated new series premiere of all time on Discovery Channel for Households and Adults 18+, delivering 2.58 million viewers (P2+) and earning a 1.74 HH / 1.13 P25-54.

A new episode of **GOLD RUSH: ALASKA**, *The Pain Barrier*, beat out other broadcast networks and was the #1 program in all of television among Men 18-49 and 25-54. The 10PM ET/PT premiere episode earned a 2.37 Household/1.78 Persons 25-54 rating, delivering an average of 3.54 million viewers (P2+). **GOLD RUSH: ALASKA** was the #1 cable program (no exclusions) during primetime among Persons and Men 25-54 and Persons and Men 18-49 delivery, and the #1 ad-supported cable program among P2+ delivery. (**FLYING WILD ALASKA** finished 2nd only to **GOLD RUSH: ALASKA** among Men 25-54 delivery.)

Both shows return this Friday, January 21 with all-new episodes. For more information or to download images from either series, please visit press.discovery.com.

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

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