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**ANIMAL PLANET LEAVES A BIGFOOT-SIZED FOOTPRINT WITH ITS BEST
FEBRUARY PERFORMANCE**

***-- Standout Series Include FINDING BIGFOOT, MY CAT FROM HELL
And TOO CUTE! --***

(February 28, 2012, New York) – Animal Planet boasts its strongest February prime in nearly 10 years, delivering double-digit growth among 654K P2+ viewers (+13%), 489K HH (+14%), 292K P25-54 (+18%) and 277K P18-49 (+16%). Animal Planet also had record highs among men and women demos, including its best-ever February performance among M25-54 (+32%, 151K) and M18-49 (+19%, 135K), as well as its best prime delivery in nine years among W18-49 (+14%, 142K).

Animal Planet's success is being driven by key-performing series, including **FINDING BIGFOOT, MY CAT FROM HELL** and **TOO CUTE!** **FINDING BIGFOOT's** season two debut and the January 29 premiere each delivered 1.61M P2+ viewers, ranking as the series' most-watched episodes ever. Season two is outpacing its freshman season, averaging 1.39M P2+ viewers (+16%), 706K P25-54 (+15%) and 702K P18-49 (+27%).

Also driving network ratings is the sophomore season of **MY CAT FROM HELL**, which earned nearly 1M P2+ viewers across its premieres, with the February 18 finale alone boasting a series high of 1.1M P2+ viewers. Most recently, the February 25 premiere of **TOO CUTE!** posted the series' strongest numbers ever, delivering more than 1.3M P2+ viewers, ranking as the #1 nonfiction program with W25-54 in the Saturday 9 PM timeslot.

About **FINDING BIGFOOT**: From small towns in the South to remote areas of the Pacific Northwest and into Canada, four eccentric but passionate bigfoot researchers embark on one single-minded mission - to find the elusive "creature." Comprised of Bigfoot Field Research Organization members Matt and Bobo, professional educator Cliff and skeptical scientist Ranae, the foursome engage in the ultimate quest in search of proof that bigfoot really does exist and is alive and well in North America. **FINDING BIGFOOT** is produced for Animal Planet by Ping Pong Productions. Brad Kuhlman and Casey Brumels are the executive producers for Ping Pong, and Keith Hoffman is the executive producer for Animal Planet.

About **MY CAT FROM HELL**: Behaviorist Jackson Galaxy has seen it all. He's seen everything from spastic cats that break up relationships to violent felines that put their owners in the hospital. Follow Jackson as he brings his unique understanding of cats to desperate families on the verge of giving up on their furry companions. **MY CAT FROM HELL** is produced for Animal Planet by 3 Ball Productions/Eyeworks USA. Melinda Toporoff is the executive producer for Animal Planet. JD Roth, Todd A. Nelson and Adam Kaloustian are executive producers for 3 Ball.

About **TOO CUTE!**: Witness the world of puppies and kittens as you never have before with unprecedented footage and never-before-seen clips of the early lives of dogs and cats. **TOO CUTE!** is produced for Animal Planet by True Entertainment. Glenda Hersh and Steven Weinstock are executive producers for True Entertainment, and Lisa Lucas is executive producer for Animal Planet.

Animal Planet Media (APM), a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. APM consists of the Animal Planet television network, available in more than 96 million homes in the US; online assets www.animalplanet.com, the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; Petfinder.com, the #1 pet-related Web property globally that facilitates pet adoption; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.