



Surprisingly Human

FOR IMMEDIATE RELEASE

**CONTACT:** Tahli Kouperstein, 240-662-2221

[Tahli\\_Kouperstein@discovery.com](mailto:Tahli_Kouperstein@discovery.com)

**PUPPY BOWL SWEEPS FEBRUARY, HELPING ANIMAL PLANET SCORE ITS BEST-EVER  
FEBRUARY PRIME AND TOTAL DAY**

**--Across History, Network Achieved its Most-watched Month in Total Day Among  
P2+ Viewers --**

(February, 26, 2013, Silver Spring, Md.) – With 12.4 million unique viewers, Animal Planet’s ninth annual **PUPPY BOWL** had every one “paws” to take in its overwhelming cuteness. This successful franchise helped the network score its best-ever February prime and total day deliveries among P2+ viewers (709K, 465K), HH (515K, 361K) and P25-54 (313K, 196K). In network history, Animal Planet scored its most-watched month ever in total day among P2+ viewers (465K).

Cupid also shot his arrow into men this February; the network earned its highest-ever February prime delivery among M25-54 (162K), and for the second consecutive month, Animal Planet ranks among the top-20 ad-supported cable networks based on M25-54 delivery (#19).

In addition to *every one* who showed love for **PUPPY BOWL**, Animal Planet scored big with several series that surpassed 1M P2+ viewers, including **FINDING BIGFOOT** (1.2M), **GATOR BOYS** (1.1M), **TOO CUTE!** (1.1M), **WILD WEST ALASKA** (1M) and **NORTH WOODS LAW** (1M). **PIT BULLS AND PAROLEES** drew in an average of 1M viewers with the season finale pulling in a record 1.3M P2+viewers – a series high.

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](http://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.