



FOR IMMEDIATE RELEASE

March 13, 2013

Bonita Lynch, 347-306-2774
bonita_lynch@discovery.com

ANIMAL PLANET RENEWS *GATOR BOYS* AND HEADS BACK TO FLORIDA

-- GATOR BOYS Scores Record Numbers Making it the Network's 2nd Most Watched Series This Year Among P25-54 and Males 18-49 --

(New York, NY) – The **GATOR BOYS**, Paul Bedard and Jimmy Riffle, are two men who defy death capturing nuisance alligators with their bare hands to save them from being destroyed for their skin and meat. Later this year, Animal Planet will take the **GATOR BOYS** back to the comforts of home in South Florida with 10 all-new episodes of the hit series.

This past season of **GATOR BOYS** delivered more than 1.1M P2+ viewers and ranked as Animal Planet's second most watched series this year, among P25-54 and males 18-49. The series showed gains from previous season across all demos including: P2+ (+9%, 1.1M vs. 1M), P25-54 (+15%, 554k vs. 481k), P18-49 (+12%, 508k vs. 455k), M25-54 (+10%, 292k vs. 266k) and W25-54 (+21%, 261k vs. 215k). "Gatorzilla," which aired this past season, ranks as the series' second most watched episode, with more than 1.4M P2+ viewers. All-new episodes of **GATOR BOYS** take the guys back to South Florida and the gators have missed them! Paul and Jimmy jump right back into action wrangling nuisance gators.

GATOR BOYS is produced by Mike Mathis Productions. Dawn Sinsel is Executive Producer for Animal Planet. Mike Mathis, Brian Puterman and Eric Streit are Executive Producers for Mike Mathis Productions.

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 97 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.

###