



## **DISCOVERY CHANNEL CONTINUES TO STRIKE IT RICH WITH *GOLD RUSH: ALASKA***

-- "*Gold, Guns and Bears*" #1 Primetime Cable Program For Second Week in a Row--

The Friday, December 10, 2010 premiere of **GOLD RUSH: ALASKA**, *Gold, Guns and Bears* earned a 1.51 HH / .94 P25-54, making it the #1 cable program (excluding sports and movies) during primetime among Persons and Men 25-54, and Persons and Men 18-49 delivery. For the second episode of this new series, **GOLD RUSH: ALASKA** posted double-digit and triple-digit gains in all key demos, compared to the network's year-ago time slot (Dec '09 and 4Q09, Fri, 10PM).

The 10PM telecast of **GOLD RUSH: ALASKA** delivered an average of 2.07 million viewers (P2+), surpassing several primetime broadcast telecasts on 12/10/10, bringing in more viewers in key demos than ABC, CBS and FOX:

- \* ABC's *Supernanny* for M25-54, M18-49
- \* CBS's *Medium* for M25-54, M18-49
- \* FOX's *Good Guys* for P25-54, M25-54, P18-49, M18-49

Additionally, the December 10, 2010 season finale of **SWAMP LOGGERS**, *Murphy's Law*, was the #2 cable program (excluding sports and movies) during primetime, among Men 25-54 and Men 18-49 delivery. The premiere telecast of **SWAMP LOGGERS** posted double-digit gains in all key demos, compared to its year-ago time slot (Dec '09 and 4Q09, Fri, 9PM). Throughout the season, **SWAMP LOGGERS** has been the #1 non-fiction cable program (excluding sports and movies) among M25-54 delivery, for 8 of the 10 weeks it was in premieres. This week it earned a 1.10 HH / 0.80 P25-54, finishing 2nd (M25-54 and M18-49 delivery) only to Discovery's new blockbuster series, **GOLD RUSH: ALASKA**.

**GOLD RUSH: ALASKA** returns this Friday, December 17 for an all-new episode. For more information or to download images from either series, please visit [press.discovery.com](http://press.discovery.com).

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