



GOLD RUSH: ALASKA TAPS INTO AMERICA'S ECONOMIC STATE, PREMIERING AS THE # 1 NON-FICTION CABLE PROGRAM IN FRIDAY PRIMETIME

The Friday, December 3, 2010 series premiere of **GOLD RUSH: ALASKA**, *No Guts No Glory* earned a 1.54 HH / 1.10 P25-54 making it the #1 non-sports cable program during primetime, among Persons 25-54, Men 25-54 and Men 18-49 delivery. The 10PM telecast was #2, only to *NBA Basketball* on TNT among P/M25-54 and M18-49 (no exclusions). **GOLD RUSH: ALASKA** posted double-digit and triple-digit gains in all key demos, compared to its year-ago time slot (Dec '09 and 4Q09, Fri, 10PM).

The 10PM series premiere telecast of **GOLD RUSH: ALASKA** delivered an average of 2.03 million viewers (P2+), surpassing several primetime broadcast telecasts on 12/3/10, bringing in more viewers in key demos than ABC, CBS, FOX and NBC:

- ABC's Supernanny for M25-54, M18-49
- CBS's Medium for M25-54, M18-49
- FOX's Good Guy's for P25-54, M25-54, P18-49, M18-49
- NBC's A Walk in My Shoes for M25-54, M18-49
- NBC's Dateline for M25-54, P18-49, M18-49

GOLD RUSH: ALASKA *No Guts No Glory* is now the highest-rated Discovery series premiere (excluding **PLANET EARTH** and **LIFE**) since **DEADLIEST CATCH** (4/12/05) among: HH, P/M25-54, P2+ and P18+ delivery.

Additionally, the December 3, 2010 episode of **SWAMP LOGGERS**, *Wake Up Call*, was the #2 non-sports cable program during primetime, among M25-54 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) among M25-54 delivery, for 7 of the 10 weeks it was in premieres. This week it earned a 1.05 HH / 0.78 P25-54, finishing 2nd (M25-54 delivery) only to Discovery's series premiere of **GOLD RUSH: ALASKA**.

Driven by tune-in for **GOLD RUSH: ALASKA** and **SWAMP LOGGERS**, Discovery Channel was the #2 cable network in M18-49 delivery (behind only ESPN).

Both shows return this Friday, December 10 for 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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