



FOR IMMEDIATE RELEASE:
November 21, 2011

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**DISCOVERY'S 'GOLD RUSH' ONCE AGAIN #1 PROGRAM IN ALL OF TELEVISION
FRIDAY NIGHT AMONG MEN, WITH AN AVERAGE OF 3.58 MILLION TUNING IN**

**FOR FOUR WEEKS STRAIGHT DISCOVERY HAS HAD TOP TWO NON-SPORTS
PROGRAMS IN ALL OF CABLE FRIDAY NIGHTS AMONG MEN**

DISCOVERY OUT-DELIVERED ABC, FOX AND NBC ON FRIDAY NIGHT AMONG MEN

The premiere episode of Discovery Channel's hit series **GOLD RUSH** on Friday, November 18, was the #1 program in ALL of TELEVISION during primetime (no exclusions), among Men 25-54 and Men 18-49 ratings and delivery. The episode "Slippery Slope" earned a 2.53 HH/1.98 P25-54 AA%, delivering an average of 3.58 million viewers (P2+). Since its season two premiere, GOLD RUSH has been the top program in several key demos. This week it finished as the #1 cable program (no exclusions) among Persons/Men/Women 25-54 and Persons/Men/Women 18-49 ratings and delivery.

The 10PM premiere of **FLYING WILD ALASKA**, titled "Era Alaska Rises Again," earned a 1.38 HH / 0.91 P25-54 AA%, delivering an average of 1.80 million viewers (P2+). It was the #2 primetime non-sports cable program among M25-54 and M18-49 ratings and delivery, on Friday night (#3 among P25-54).

Driven by the success of **GOLD RUSH** and **FLYING WILD ALASKA**, Discovery Channel was the #2 cable network Friday night among Persons and Men 25-54 / 18-49 ratings and delivery (behind only ESPN, airing College Football). Discovery also out-delivered ABC, FOX and NBC on Friday night among M18-49 ratings and delivery.

Discovery Channel's Primetime line-up on Friday evening, finished as the #1 (**GOLD RUSH**) and #2 (**FLYING WILD ALASKA**) non-sports cable programs among M25-54/M18-49 ratings and delivery for the night.

Source: NHI. Live+SD AA(000).

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