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CONTACT: Amy Hagovsky, 240-662-2931

Amy_Hagovsky@discovery.com

DISCOVERY'S 'GOLD RUSH' CONTINUES ITS STREAK AS TOP SHOW IN ALL OF TELEVISION AMONG MEN FRIDAY NIGHTS

FRIDAY NIGHT'S 'GOLD RUSH' EPISODE WAS HIGHEST-RATED EPISODE IN HISTORY OF SERIES AMONG PEOPLE 25-54

FOR FIFTH STRAIGHT WEEK DISCOVERY HAS TOP TWO NON-SPORTS CABLE SHOWS ON FRIDAY NIGHTS AMONG MEN

NETWORK HIGHLIGHTS

- Discovery Channel's Primetime line-up on Friday evening, November 25th, featuring an all-new telecast of **GOLD RUSH** "Drill or Die" and an all-new telecast of **FLYING WILD ALASKA** "Every Dog Has Its Day" finished as the #1 and #2 non-sports cable programs among M25-54/M18-49 ratings and delivery for the night for the third straight week.
- Discovery once again out-delivered ABC, CBS and NBC on Friday night among men (M25-54/M18-49 ratings and delivery).

'GOLD RUSH' HIGHLIGHTS

- This week's premiere "Drill or Die" was the #1 primetime program in all of television (no exclusions) among Persons 25-54, M25-54 and M18-49 ratings and delivery.
- "Drill or Die," earned a 3.01 HH / 2.30 P25-54 AA%, delivering an average of 4.49 million viewers (P2+), just shy of the record: the season one finale, which drew 4.55 million people.
- The 2.30 P25-54 AA% makes "Drill or Die" the highest-rated premiere telecast in the history of the series in this demo. This week, **GOLD RUSH** also achieved its highest rated individual telecast ever among W25-54 and P/M/W18-49.
- 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 Households, P2+, Persons/Men 25-54 and Persons/Men 18-49 ratings and delivery.

'FLYING WILD ALASKA' HIGHLIGHTS

- The 10PM premiere telecast of **FLYING WILD ALASKA** "Every Dog Has Its Day" earned a 1.50 HH / 0.98 P25-54 AA%, delivering an average of 2.21 million viewers (P2+).
- Friday night's episode was the #2 primetime non-sports cable program among M25-54 and M18-49 ratings and delivery, on Friday night.

All-new episodes of **GOLD RUSH** and **FLYING WILD ALASKA** premiere this Friday, December 2nd at 9PM and 10PM ET/PT.