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**GOLD RUSH: ALASKA RETURNS WITH A VENGEANCE, WATCHED BY
3.7 MILLION PEOPLE IN ITS FOURTH PREMIERE**

(Silver Spring, Md.) – Discovery Channel's **GOLD RUSH: ALASKA** continues to dominate on Fridays, with the January 7 premiere episode *The Ultimate Price* earning a 2.6 HH rating and 1.93 in the key P25-54 demo. The 10PM premiere telecast, watched by 3.7 million people, was +30% over the third episode, which premiered December 17, 2010 (1.93 vs 1.48 P25-54).

Compared to all Discovery Channel programming in 2010, only telecasts of **DEADLIEST CATCH**, **AFTER THE CATCH** and **LIFE** brought higher P25-54 ratings.

**Gold Rush "The Ultimate Price"
Friday 1/7/11, L+SD, Coverage AA%**

- HH: 2.60 AA% and 2,612k
- P25-54: 1.93 AA% and 2,077k (half hours: 1.85/2.01 skew: 70% male)
- P18-49: 1.74 AA% and 1,957k
- P18-34: 1.46 AA% and 844k
- M25-54: 2.76 and 1,459k
- W25-54: 1.13 and 618k
- M18-49: 2.36 and 1,316k
- M18-34: 1.75 and 507k
- 3,706k P2+

GOLD RUSH: ALASKA returns Friday, January 14th at 10PM ET/PT for the fifth in its 10-episode run.

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