



FOR IMMEDIATE RELEASE:
December 20, 2010

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GOLD RUSH: ALASKA #1 PROGRAM IN ALL OF TELEVISION AMONG M25-54

-- Nearly 3 Million Tune in Friday, 12/17 --

-- #1 Primetime Cable Program for Adults --

Discovery Channel's **GOLD RUSH: ALASKA** continues to stake its claim on Fridays, with the December 17 premiere episode, *Running Dirt*, delivering 2.91 million viewers (P2+). The episode was the #1 primetime (8PM-11PM) cable program among P25-54, M25-54, P18-49 and M18-49, and marks Discovery Channel's highest P25-54 delivery since **SHARK WEEK** this summer (*Ultimate Air Jaws*, August 1, 2010). Beating out the broadcast networks, **GOLD RUSH: ALASKA** was also the #1 program in ALL of TELEVISION among M25-54 delivery (no exclusions; #2 among M18-49).

GOLD RUSH: ALASKA launched December 3 to the best rated series premiere on the network since **DEADLIEST CATCH** in 2005. The Friday, December 17 1.48 P25-54 AA% delivery was +35% vs. the series' debut. To date, **GOLD RUSH: ALASKA**'s three episode premieres have averaged a 1.17 P25-54 AA%, delivering 2.39 million viewers (P2+) compared to **DEADLIEST CATCH**'s three episode premieres delivering an average of 2.14 million viewers (P2+).

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

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