



FOR IMMEDIATE RELEASE:

February 14, 2011

Contact: Meredith Strober, 310.975.1639

Meredith_Strober@discovery.com

GOLD RUSH: ALASKA IS THE #1 PRIMETIME PROGRAM ON TELEVISION ON FRIDAY NIGHT

- Almost 4 million tune-in to **GOLD RUSH: ALASKA** -

- Discovery Channel is the #1 cable network on Fridays among Persons and Men 25-54 -

(Silver Spring, Md.) –The Friday, February 11, 2011 premiere of **GOLD RUSH: ALASKA, Bedrock or Bust**, earned a 2.75 HH / 1.85 P25-54, beating out all broadcast and sports programs, and making it the #1 primetime program in all of television in key male demos (Men 25-54 and Men 18-49 delivery).

The 10 PM telecast of **GOLD RUSH: ALASKA** delivered an average of 3.89 million viewers (P2+), also making it the #1 cable program among HH, P2+, Persons and Men 25-54 and Persons and Men 18-49.

FLYING WILD ALASKA, the lead –in to Friday's premiere of **GOLD RUSH: ALASKA** proved strong as well, with 2.18 million viewers, earning a 1.59 HH / 0.90 P25-54. The 9 PM premiere of *Tundra Taxis* was the #2 cable program (excluding sports) for Men 25-54 delivery, only behind **GOLD RUSH: ALASKA**.

Driven by tune in for **FLYING WILD ALASKA** and **GOLD RUSH: ALASKA**, Discovery Channel was the #1 cable network among Persons and Men 25-54. The network beat out several broadcast networks on Friday evening, for delivery in key male demos:

- ABC among M25-54/M18-49/M18-34
- NBC among M18-49/M18-34/M18-34
- CBS among M18-34

Tune in Friday, February 18 for a new episode of **FLYING WILD ALASKA** at 9 PM ET/PT and the season finale of **GOLD RUSH: ALASKA** at 10 PM ET/PT. On February 25 at 10 PM ET/PT, the one hour **GOLD RUSH: ALASKA** special *Full Disclosure* will feature never-before-seen footage and on-camera interviews with the miners who candidly reflect on the season and look ahead to their future in gold mining. For more information or to download images from either series, please visit press.discovery.com.

Source: NHI.

Live+SD AA (000).

###