



**FOR IMMEDIATE RELEASE**

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**GOLD RUSH: ALASKA #1 IN PRIMETIME IN KEY DEMOS INCLUDING HH AND P 25-54, ONCE AGAIN PROPELLING DISCOVERY TO THE #1 SPOT ON CABLE FRIDAY NIGHT\***

***-- GOLD RUSH: ALASKA Special Episode "Full Disclosure" to Air February 25<sup>th</sup>, Featuring Never-Before-Seen Footage and Candid Interviews with Miners --***

(Silver Spring, Md.) – Discovery Channel’s **GOLD RUSH: ALASKA** was the #1 program in ad-supported cable on Friday night (February 4, 2011) among HH, P2+, P/M/W25-54, P/M18-49 delivery. This season’s eighth episode, *Bad Blood*, earned a 2.59 HH / 1.84 P25-54, delivering an average of 3.66 million viewers (P2+). The premiere beat out most broadcast and sports programs on Friday evening in key male demos (Discovery out-delivered ABC among M25-54/M18-49/M18-34 and NBC among M18-49/M18-34 during primetime).

**FLYING WILD ALASKA** also finished strong on Friday night as the lead-in to **GOLD RUSH: ALASKA**. The episode *Indian Summer* brought in 2.32 million viewers (P2+), earning a 1.63 HH /1.03 P25-54 AA%. It was the #2 cable program (excluding sports/movies) for P/M25-54 and M18-49 delivery, behind only **GOLD RUSH: ALASKA** (#3 among P18-49).

The success of these premieres locked the top spot on cable Friday night for Discovery Channel among P/M25-54 delivery (#2 among P/M18-49 delivery).

The gold mining season comes to a close for the Hoffmans and their crew on **Friday, February 18 at 10PM ET/PT** as the last regular season episode of **GOLD RUSH: ALASKA** premieres. As viewers clamor for more, Discovery Channel will follow up one week later with the world premiere of *Full Disclosure*, on **Friday, February 25 at 10PM ET/PT**. This one-hour special will feature never-before-seen footage and candid on-camera interviews with the miners who reflect on the season, reveal behind-the-scenes stories of some of the most

memorable moments, discuss lessons learned during their time in Alaska and look ahead to their future in gold mining.

*\* Discovery Channel was the #1 cable network on Friday night among P/M25-54 delivery.*

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

### **About Discovery Channel**

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.4 million U.S. homes, can be seen in over 180 countries, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit [www.discovery.com](http://www.discovery.com).

### **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 180 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Investigation Discovery, Planet Green and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

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**To learn more about GOLD RUSH: ALASKA or to download *Full Disclosure* images:  
<http://discovery.com/goldrush>**

**To learn more about FLYING WILD ALASKA:  
<http://press.discovery.com/us/dsc/programs/Flying-Wild-Alaska/>**