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DISCOVERY'S 'GOLD RUSH, TELEVISION'S TOP SHOW FOR MEN ON FRIDAY NIGHTS, GETS GREENLIGHT FOR THIRD SEASON

-- 'GOLD RUSH' Season Finale to Air February 24th, Followed by Two Weeks of Specials, Including Never Before Seen Footage --

(Silver Spring, Md.) – Discovery Channel’s hit series **GOLD RUSH**, which follows men who, in a difficult economy, risk everything to strike it rich gold mining, gets the green light for a third season. The renewal announcement comes just days before the season two finale, slated for Friday, February 24th at 9PM E/P. The finale is followed by two behind the scenes specials airing on subsequent Fridays.

GOLD RUSH has been a top performer for Discovery Channel, netting an average of 4.5 million viewers each week since the season two premiere on October 28th, 2011. The series has consistently been #1 in all of television (including broadcast) on Friday nights among Persons 18-49 and Men 25-54/18-49 ratings and delivery during its sophomore run.

Last season, the Hoffmans and their crew battled Mother Nature – and each other – to mine their way out of financially hard times. The Hoffmans sunk \$250,000 into the project but found only \$20,000 worth of gold by the end of their long, hard rookie season. In their second season mining, the rookies set an arbitrary goal of 100 ounces hoping to turn a profit and finally prove they are legitimate gold miners. At the Big Nugget mine, run by 17 year-old Parker Schnabel, the crew spends the season looking for fresh dirt to run – proving there is still life left in the claim. And at Porcupine Creek, Dakota Fred spends the season working to accomplish what Jack Hoffman couldn’t last season – hitting bedrock.

As the season winds down, each crew rushes to pull in as much gold from the ground as they can before the first freeze forces them to close the mine for the winter. And for each of the crews, it all comes down to their last dirt run before they can determine if they made enough to fund another season.

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Following the finale, Discovery Channel will air two all-new behind the scenes specials, providing an inside look at the miners and what went into making the top-rated series.

GOLD RUSH finale - "Judgment Day"

Premiering Friday, February 24 at 9PM E/P

The Hoffman crew is desperate to get 100 ounces, but Todd's decision to run the dozer on solid ice ends in disaster. The Big Nugget mine faces closure if Parker fails to hit a pay streak and Dakota Fred thinks he's finally found Jack Hoffman's glory hole.

GOLD RUSH special – "Revelations"

Premiering Friday, March 2 at 9PM E/P

In never before seen footage, the miners unearth the sometimes ugly truth about their 2011 mining seasons. The crews also clue us in on their big plans for the 2012 season. Determined to turn failure at Big Nugget into success, Parker goes to extremes to prep the Big Nugget mine. Jack goes under the knife to rid himself of nagging back pain. And in a shocking development, one miner is kicked out of the Hoffman crew.

GOLD RUSH special – "Aftershow: Digging Deeper" (wt)

Premiering Friday, March 9 at 9PM E/P

In this one-hour special hosted by **GOLD RUSH** Executive Producer Christo Doyle, go behind the scenes with the cast and crew and get the real dirt on the series. How did the show start? What don't we know yet about the Hoffman crew? Should 17-year-old Parker Schnabel go to college or take a chance on striking it rich? Why does Todd eat when he get's nervous? And what is up with Tony Beets? Personal revelations, bets and challenges all play out in this revealing special.

GOLD RUSH is produced for Discovery Channel by Raw Television, where Dimitri Doganis and Sam Maynard are executive producers and James Bates is series producer. For Discovery Channel, Christo Doyle is executive producer.

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