



FOR IMMEDIATE RELEASE

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Men Find Gold Friday Night

Discovery's GOLD RUSH was the #1 Program in ALL OF TELEVISION Friday Night Among Men (excluding Game 7)

Discovery's Friday Primetime Line-Up Featured #1, #2 and #3 Cable Programs Among Men

Discovery Channel had the top three non-sports programs in all of cable on Friday evening among Men 18-49 delivery, with its primetime line-up of the season premiere of GOLD RUSH (#1), an all-new GOLD RUSH special titled "The Off-Season" (#2) and the season premiere of FLYING WILD ALASKA (#3).

Discovery Channel's season two premiere of its hit series GOLD RUSH was the #1 program in ALL OF TELEVISION on Friday night among Men 18-49 delivery (#2 among Men 25-54), excluding Game 7 of the World Series. On cable, GOLD RUSH was the #1 program during primetime among Persons and Men (25-54, 18-49), as well as Women 25-54 in ratings and delivery. Season premiere "Twist of Fate" earned a 2.23 HH / 1.74 P25-54, delivering an average of 3.33 million viewers (P2+).

Leading into "Twist of Fate" was an 8PM special telecast of GOLD RUSH titled "The Off-Season," telling the story of what the miners did in the time between mining seasons to ensure their second attempt at finding gold was a successful one. This telecast finished as the #2 cable program on Friday evening among Men (25-54, 18-49), earning a 1.59 HH / 1.28 P25-54 AA% LSD.

The 10PM season two premiere of FLYING WILD ALASKA, "Arctic Winds," earned a 1.15 HH / 0.74 P25-54, delivering an average of 1.62 million viewers (P2+), making it the #3 non-sports ad-supported primetime cable program among M18-49 ratings and delivery on Friday night.

All-new episodes GOLD RUSH and FLYING WILD ALASKA premiere this Friday, November 4th, beginning at 9PM ET/PT.

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 100.8 million U.S. homes, can be seen in 210 countries and territories, 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.

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