



UPFRONT 2010/2011 FACT SHEET

HD Theater presents wide-eyed, jaw-dropping, original programming that immerses viewers in the powerful experience of living every moment. HD Theater's spectacularly real programming allows audiences to feel everything from the first shimmering of sunlight across a pristine landscape to the rumble of a glistening muscle car as it races toward victory lane. HD Theater, one of the most widely distributed HD networks available, features high-definition programming in virtually all categories of entertainment including adventure, high-octane automotive, nature, travel, science, technology and more – bringing it all to life in a kaleidoscope of dazzling color, sound and sights. As the first 24-hour high-definition network to broadcast its content in brilliant 1080i and 5.1 digital stereo surround sound, HD Theater provides viewers with the highest-quality viewing experience available.

NEW UPFRONT PROGRAMMING

THE ADVENTURIST

Each episode of THE ADVENTURIST follows American mountaineer Joby Ogwyn as he undertakes a series of extreme challenges. From stock car racing to bull riding and base jumping, this high-adrenaline series leads audiences on an emotional roller coaster as Ogwyn learns the basic skills required to meet each challenge.

AMERICAN ICON: THE HOT ROD

This series takes an in-depth look at the history of the hot rod, a uniquely American automotive creation. The story comes full circle from documenting the birth of this Southern Californian craze in the 1950's to the past decades exotic world of million dollar custom creations to the current resurgence back to the retro, minimalist hot rod design.

I COULD DO THAT!

This series profiles everyday people, who get their chance at the controls of machines they have always admired from afar and claimed they could master. Whether it is a giant crane operator, helicopter pilot or tug boat captain, each I COULD DO THAT! episode features three adventurous rookies and gives them the opportunity to take the reigns. However, first the participants go through a simulator-type experience and training from experts before getting their big break at the hands-on experience.

CAFÉ RACER

Becoming more prevalent on the racing scene, a café racer is both a type of motorcycle, as well as a type of motorcyclist, who appreciates speed and good handling over comfort. In CAFÉ RACER, a new motorcycle builder in every episode must design, engineer and create their very own dream on wheels from an older frame in the retro-style of classic café racers. Once completed, CAFÉ RACER gives the custom bike a complete shakedown and tests to see if it lives up to historical café racer standards.

ADRENALINA

ADRENALINA will feed viewer's desires to see the world through the eyes of some of the most intrepid and adventurous extreme sports pro athletes. Though their stunts might chill you to the bone, ADRENALINA's mischief minded hosts, Pablo and Zalman, help shed light on the mysteries of the hazardous locals where action sports have taken root as they attempt to awaken your inner daredevil.

RETURNING PROGRAMMING

MECUM AUTO AUCTIONS: MUSCLE CARS AND MORE –Live Coverage for each event

Building upon the series' continued success, HD Theater returns with more live episodes of MECUM AUTO AUCTIONS: MUSCLE CARS AND MORE. This high-octane, high-definition series features Mecum Auction Company's premier events, which specialize in selling high-end muscle cars, timeless classics and rare exotics to the highest bidders. The bidding action is hot and the cars are hotter, as each live auction unfolds with a team of knowledgeable hosts highlighting the unique features and historical significance of each vehicle hitting the auction block. MECUM AUTO AUCTIONS: MUSCLE CARS AND MORE broadcasts live from across the country, from Florida to Chicago.

2010 WORLD RALLY CHAMPIONSHIP

The FIA World Rally Championship is an epic motorsport adventure by the world's greatest drivers through some of the most spectacular landscapes on earth. HD Theater features the 2010 World Rally Championship events throughout the year with 36 hours of coverage. The adrenaline-fuelled rally action goes from the snow-covered roads of Sweden to the hairpin turns through Japanese forest paths to the scorching gravel stages snaking through the Jordanian landscape, all which will shine in high-definition.

CHASING CLASSIC CARS

Wayne Carini, a Connecticut-based Ferrari expert and master restorer, scours the countryside in search of some of the world's most rare and exotic classic cars that have been hidden away in barns and shacks for decades. In its third season, CHASING CLASSIC CARS follows Carini's personal mission of unearthing these rare finds and taking them to the auction block by providing viewers with an insider's perspective of the exclusive culture of car restorers and collectors who buy and sell vintage rides.

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PRESS WEBSITE:

www.press.discovery.com

This press website is an online resource for media to download press materials, artwork and logos, as well as, access screeners for the network's upcoming series and specials.

PARENT COMPANY:

Discovery Communications
One Discovery Place, Silver Spring, Md. 20910

BROADCAST HOURS:

24 hours per day

LAUNCH DATE:

June 17, 2002

BACKGROUND:

HD Theater was the first 24-hour high-definition network to broadcast its content in brilliant 1080i and 5.1 digital stereo surround sound.

DISTRIBUTION:

Universally carried by all major U.S. cable and satellite high-definition distributors.

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