



Surprisingly Human

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CONTACT: Tahli Kouperstein 240-662-2221
Tahli_kouperstein@discovery.com

ANIMAL PLANET'S ICE COLD GOLD GREENLIGHTS FOR THIRD SEASON ON HEELS OF HIGHLY VIEWED SOPHOMORE CAMPAIGN FOLLOWING FROZEN TREASURE HUNTING IN GREENLAND

-- Season Two Delivers Nearly 800 P2+ Viewers --

(Silver Spring, Md., April 30, 2014) – Today, Animal Planet announces the renewal of **ICE COLD GOLD** on the heels of another successful season. The new and third season returns in Winter 2015 with a slew of new episodes that explore the most remote, untouched pockets of Greenland for gold and precious gems.

Throughout its second season, **ICE COLD GOLD** drew in 796K P2+ viewers, and the episode, “In the Red,” which aired March 20, was the series’ most-watched episode among households, pulling in 698K HH.

ICE COLD GOLD helped boost Animal Planet’s Thursday night delivery performances by double digits with M18-49 (+25%) and M25-54 (+15%) versus year ago.

ICE COLD GOLD is a production of Moxie Pictures for Animal Planet. Executive producers are David Casey, Danny Levinson and Robby Fernandez for Moxie Pictures with executive producer Cynthia Palermo and co-executive producer Katherine Walker. For Animal Planet, Melinda Toporoff is the executive producer, and Pat Dempsey is the associate producer. **ICE COLD GOLD** was developed by Animal Planet’s Kurt Tondorf. The series is based on the original concept by David Casey.

Animal Planet, a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. Animal Planet consists of the Animal Planet television network, available in more than 95 million homes in the US; online assets: www.animalplanet.com, the ultimate online destination for all things animal; Animal Planet LIVE, the go-to digital destination for round-the-clock, unfiltered access to the animal kingdom; and other media platforms including a robust Video-on-Demand (VOD) service, and merchandising extensions.