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**DESTINATION AMERICA SCORES BIG WITH FIRST MONTH OF
PREMIERES FOR *IMPACT WRESTLING***

- More than four million viewers tune in during first four weeks of premieres-

(Silver Spring, MD) – **Destination America** recorded its best January ever in Prime HH delivery with premieres of *Impact Wrestling*. The all-new season kicked off on Wednesday, January 7th, with *Impact Wrestling LIVE*, ranking as Destination America's best Wednesday evening in network history for delivery of M25-54. The show also ranked as the 6th most social television program for the evening with #DestinationIMPACT reaching a collective 73M impressions on Twitter.

Premieres of *Impact Wrestling* settled into their regular **Destination America** timeslot on Fridays beginning Friday, January 16th. For the month of January, *Impact Wrestling* ranked as the #9 series in ad-supported cable for delivery of M25-54 on Friday nights. On Friday, January 23rd, the network garnered its highest rated and most watched Friday evening in network history for delivery of P25-54 and M25-54, ranking as the #3 sports telecast in cable (behind only *NBA Basketball* and the *X Games* on ESPN) and out-delivering networks including A&E, NGC, ESPN2, TNT and FXX among M25-54.

Throughout January, *Impact Wrestling* posted record-breaking numbers, delivering an average of 276K viewers among P25-54.

Continuing to build momentum, **Destination America's** *Impact Wrestling* recorded its best premiere to date on Friday February 6th delivering an average of 345k P25-54, while earning a 0.85 rating among M25-54. Since premiering on the network in January 2015, 4.2M unique viewers have watched *Impact Wrestling* on **Destination America**.

Source: Nielsen. NPower. NHI Calendar. Live+3D. P/M25-54 Ratings and Delivery.

Source: Nielsen. NPower. 1/7/2015 – 2/8/15. Live+3D. Destination America. All Telecasts (54). Reach/Cume. 6 min Qual. Impact Wrestling. Impact Wrestling LIVE. Impact Wrestling: Rewind. TNA Wrestling's Greatest. Impact Wrestling Unlocked.

About Destination America

Destination America is the only network to celebrate the people, places, and stories of the United States. The inclusive network targeting Adults 25-54 is available in nearly 60 million homes, emblazoning television screens with the grit and tenacity, honesty and work ethic, humor and adventurousness that characterize our nation. Destination America features travel, food, adventure, home, and natural history, with original series like *BBQ Pitmasters*; *A Haunting*; *Mountain Monsters*; *Buying Alaska*; *Buying the Bayou*; and *Railroad Alaska*. For more information, please visit DestinationAmerica.com, facebook.com/DestinationAmerica, or twitter.com/DestAmerica. Destination America is part of Discovery Communications (Nasdaq: DISCA, DISCB, DISCK), the world's #1 pay-tv programmer reaching nearly 3 billion cumulative subscribers in 220 countries and territories.

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