



Surprisingly Human

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**STANDOUT SERIES *FINDING BIGFOOT*, *GATOR BOYS*
AND *NORTHWOODS LAW* DRIVE STELLAR RATINGS FOR ANIMAL PLANET IN JANUARY**

**--Animal Planet Has its Most-watched Month in 10 Years,
Delivering 720K P2+ Viewers --**

(January 29, 2013, Silver Spring, Md.) – Animal Planet’s hit series propelled the network’s success this January. **FINDING BIGFOOT** and **GATOR BOYS** both surpassed one million viewers this month with **FINDING BIGFOOT** capturing 1.3 P2+ viewers and **GATOR BOYS** snapping up 1.2M P2+ viewers. **NORTHWOODS LAW** drew in 1.3M P2+ viewers in its season debut.

Animal Planet earned its strongest month in prime in 10 years among all key demos, including P2+ viewers (720K), P25-54 (335K) and P18-49 (306K), marking 14 straight months of growth. Among M25-54, the network ranks among the top 20 ad-supported cable networks based on delivery (#18).

Sunday, January 27, marked the first time ever in network history that three different programs in a single night delivered more than a million viewers: **GATOR BOYS** (1.4M); **FINDING BIGFOOT** (1.4M); and **WILD WEST ALASKA** (1.2M).

Animal Planet Media (APM), 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. APM consists of the Animal Planet television network, available in more than 97 million homes in the US; online assets www.animalplanet.com, the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; Petfinder.com, the #1 pet-related Web property globally that facilitates pet adoption; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.