



Surprisingly Human

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ANIMAL PLANET HOOKS ITS BEST-EVER LABOR DAY WEEKEND

*-- Successful Labor Day Weekend is Bolstered by CALL OF THE WILDMAN Finale
And Record MY CAT FROM HELL Performance --*

(Sept. 6, 2012, Silver Spring, Md.) – Animal Planet labored hard over the holiday, wolfing down its best-ever Labor Day weekend in both prime and total day among key demos, including P2+ viewers (910K, 619K), P25-54 (426K, 286K), P18-49 (422K, 276K), M25-54 (231K, 152K), P18-34 (207K, 121K) and W18-49 (199K, 131K).

The network's record achievement was helped by the **CALL OF THE WILDMAN** finale episodes and the highest-performing **MY CAT FROM HELL** episode in history.

- The season one finale episodes of **CALL OF THE WILDMAN**, which aired Monday, September 3, each delivered nearly 1.3M P2+ viewers, helping Animal Planet rank among the top five non-fiction cable networks in the 10 PM timeslot among M25-54 and M18-49.
- **MY CAT FROM HELL** reached a new high with "Big Boi Ruins Our Social Life," which premiered Saturday, September 1, making it the series' most-watched episode across several key demos, including P2+ viewers (1.2M), HH (855K), P25-54 (576K), P18-49 (487K) and W25-54 (376K). On Saturday, the episode ranked as the #1 non-fiction cable telecast in the timeslot based on W25-54 delivery.

A re-airing of the controversial **MERMAIDS: THE BODY FOUND** on Sunday, September 2, also contributed to the successful Labor Day Weekend, drawing in a robust 1.3M P2+ viewers.

CALL OF THE WILDMAN features the bare-handed, backwoods animal-trapping skills of "Turtleman" Ernie Brown, Jr. For the past three decades, Turtleman has been diving into Kentucky's murkiest ponds in search of feisty snapping turtles, capable of biting through bone. No job is too tough or dangerous for Turtleman, and his years of bonding with wild animals allow him to use his animal instincts to save them. **CALL OF THE WILDMAN** is produced by Sharp Entertainment for Animal Planet. Matt Sharp is the executive producer for Sharp Entertainment. Dawn Sinsel is executive producer for Animal Planet.

Cat behaviorist Jackson Galaxy tackles the most catastrophic cat cases anyone has ever encountered in **MY CAT FROM HELL**. Armed with 15 years of experience, a proven training program and his signature guitar case filled with cat toys, Galaxy is on a mission to help cat owners find the source of conflict with their furry friends. **MY CAT FROM HELL** is produced for Animal Planet by 3 Ball Productions/Eyeworks USA. Melinda Toporoff is the executive producer for Animal Planet. JD Roth, Todd A. Nelson and Adam Kaloustian are executive producers and Chandra Miller is the co-executive producer for 3 Ball/Eyeworks.

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 96 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.