



FOR IMMEDIATE RELEASE
August 25, 2014

Contacts: Chris Finnegan, 301-742-3921
chris_finnegan@discovery.com
-OR-
Jami O'Leary, 212-548-5277
jami_o'leary@discovery.com

ANIMAL PLANET'S GOING INTO LABOR THIS HOLIDAY WEEKEND WITH THE *LABOR LIVE* MULTIMEDIA EVENT

*--24/7 **LABOR LIVE** Cam Will Capture Live Animal Births as They Happen from Nebraska State Fair- Including Live Deliveries of Calves, Chicks, Lambs, and Piglets Online at Animal Planet LIVE--*

*--Animal Planet Will Feature Break-In Birth Alerts On Air Inside the "Labor Classic" **DIRTY JOBS** and Other Farm Fresh Premieres--*

(Silver Spring, Md.)—This Labor Day weekend, Animal Planet unveils its latest crowning achievement with the introduction of its first-ever **LABOR LIVE** multimedia event. Throughout the holiday weekend, live animal births from the Nebraska State Fair will be broadcast as they happen via the **LABOR LIVE** Cam on Animal Planet LIVE, the go-to digital destination for round-the-clock access to animals. Animal Planet television viewers will be made aware of every calf, lamb, piglet, and chick delivery occurring online with breaking on-air birth alerts. The cams are live now at animalplanet.com/laborlive.

While awaiting the next birth alert, audiences will enjoy labor of a different kind with daily marathons of **DIRTY JOBS** from Friday, August 29, through Monday, September 1. The network also delivers a litter of premiere programming in primetime for the long weekend; including **REDWOOD KINGS** on Friday, beginning at 9PM ET and **TOO CUTE: PINT SIZE** on Saturday beginning at 8PM ET. Sunday offers a stack of the world premiere series **MUD LOVIN' REDNECKS** from 8-11PM ET and Monday features an **ICE LAKE REBELS** marathon punctuated by an all-new episode at 10PM ET.

Each year, the Nebraska State Fair welcomes hundreds of thousands of visitors and Animal Planet LIVE is inviting the Internet to join in and celebrate the beauty of birth. The Birthing Pavilion provides State Fair guests the opportunity to witness live animal births under the supervision of trained professionals from the University of Nebraska School of Veterinary Medicine and members of the Nebraska Veterinary Medical Association.

With expert commentary from University of Nebraska veterinarians, the **LABOR LIVE** Cam will broadcast 24/7 from the Pavilion, which is the temporary home to expecting cows, sows, ewes and chickens. Animal Planet LIVE will cover breaking births in addition to offering a schedule of programming including a morning review and lunchtime chats with experts.

“The miracle of birth is perhaps the most beautiful and wondrous moment in all of the nature, and Animal Planet will offer viewers the unique chance to witness it live,” said Rick Holzman, General Manager and Executive Vice President of Animal Planet. “This is just the beginning of a significant initiative where Animal Planet will offer our audience unprecedented live coverage of animal births and other astonishing moments of the natural world, both on-air and online at Animal Planet LIVE.”

"Animal Planet's presence further exemplifies the Nebraska State Fair's mission to focus on interactive agriculture and educational experiences. The ability to take the Nebraska State Fair Birthing Pavilion and make it available to a worldwide audience is an opportunity that doesn't come along too often," said Nebraska State Fair sponsorship and marketing director, Shaun Schleif. "The opportunity to see live births and baby animals taking their first steps in their first few days of life is something that most folks don't have the opportunity to observe. Animal Planet is making that possible and we're extremely grateful for that."

The **LABOR LIVE** Cam joins more than 20 addictive cams on the popular Animal Planet extension that has generated more than 22 million streams and three million hours watched since launching in April 2013. Animal Planet LIVE is available via desktop and mobile devices at APL.TV and on Xbox, Roku, Amazon Fire and select Samsung Smart TVs.

About Animal Planet

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 94 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.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching 2.7 billion cumulative subscribers in more than 220 countries and territories. Discovery is dedicated to satisfying curiosity, engaging and entertaining viewers with high-quality content on more than 210 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery and Science, as well as U.S. joint venture network OWN: Oprah Winfrey Network. Discovery also controls Eurosport International, a premier sports entertainment group, including six pay-TV network brands across Europe and Asia. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, and a digital leader with a diversified online portfolio, including Discovery Digital Networks. For more information, please visit www.discoverycommunications.com.

###