



For Immediate release

**Chris Noth to narrate Lively Media's signature crime series  
*I DIDN'T DO IT, produced for Discovery Channel Canada  
and Investigation Discovery U.S.***

Toronto, Canada – May 29, 2012 – Leanna Crouch, President and Executive Producer Lively Media, announced today that **Chris Noth** (*Law and Order, Sex and the City, The Good Wife*) has signed on to narrate the inaugural cycle of ***I DIDN'T DO IT***, the six-part, one-hour crime series that exposes the powerful stories behind wrongful convictions. The series is currently in production for Discovery Channel Canada and Investigation Discovery U.S., after impressive ratings for the pilot. *I DIDN'T DO IT* is scheduled to air on Discovery Channel Canada this summer and Investigation Discovery in the U.S. later this fall.

“Chris Noth’s distinctive voice will give even more substance to this compelling and emotional series,” said Leanna Crouch, President and Executive Producer, Lively Media. “We anticipate his involvement will help bring even greater attention to the important issue of wrongful convictions.”

*I DIDN'T DO IT* exposes the dark side of a system that imprisons thousands of innocent people, looking beyond the investigations to reveal the harrowing personal stories of wrongful conviction and long-awaited redemption. The untold story behind these gut-wrenching cases unfolds through reenactments and interviews, from wide-ranging points of view including those of the accused, investigating officers, jurors and prosecuting attorneys. Each episode showcases the impact of wrongful convictions, with a ripple effect that far exceeds the unjustly convicted person and their family. And throughout each episode, the desperate search is on for the real perpetrator behind the crime.

“Combining the cool science of criminal forensics with the gripping ‘who done it’ suspense of these real-life cases, *I DIDN'T DO IT* is a perfect fit for our audience,” said Ken MacDonald, Vice President of Programming, Discovery Channel Canada. “Mr. Noth’s distinctive talents will bring even greater gravitas and attention to this series and we’re delighted with his association with the project.”

Chris Noth continues to build upon a versatile career in film, television and on stage. Among his credits are two of the most successful series in television history: *Law and Order* and *Sex and the City*, in which his role as Mr. Big earned him a Golden

Globe nomination. Noth is currently filming the CBS drama *The Good Wife* and will soon be seen in the BBC Series *Titanic: Blood and Steel*, as well as *Lovelace*, a bio-pic based on Linda Lovelace, opposite Amanda Seyfried and Peter Sarsgaard.

Jeff Hirschfield is Series Producer, Joe Woodward is Executive in Charge of Production for Lively Media, Sean Michael Turrell is directing the dramatic recreations, and the show is executive produced for Discovery Channel Canada by Stan Lipsey and by Thomas Cutler for Investigation Discovery U.S.

Lively Media has enjoyed tremendous success in Canada and the US, rapidly becoming known for its highly rated and critically acclaimed factual programming. The company was launched in 2008 by President and Executive Producer Leanna Couch, an industry veteran with over 25 years of experience producing award winning, distinctive and entertaining programming in a wide range of subject matters.

Lively Media's series include: the landmark series *The Chef's Domain* (8 x 30) for Travel & Escape; two seasons of *Breeder of the Pack* (13 x 30) for Animal Planet and the competition-style doc series *Gold Medal Plates: The Quest for Canada's Best Chef* (7 x 60), for Travel + Escape, Discovery HD and CTV. Lively also produced *run run revolution™*, a major prime time limited series for CBC's Factual Entertainment Unit as well as the Gemini nominated *Enraged*, a highly rated family crisis special for Discovery Health US and TVTropolis.

### **About Discovery Channel Canada**

The world is just awesome! With compelling real-life programming that inspires and entertains, Discovery Channel reveals the world in all its wonder, diversity and amazement. Discovery Channel offers a signature mix of adrenaline-charged stories, larger-than-life personalities and vivid imagery for viewers with curious minds. With the best non-fiction programming from Canada and around the world, Discovery Channel captures the excitement of a passion for life – one lived fully and at its most extreme. With exceptional and immersive storytelling, the channel offers in-depth, behind-the-scenes glimpses at the extraordinary people and places that shape our world. Launched in Canada in 1995, Discovery Channel is now available in more than eight million Canadian homes. Discovery Channel is offered in standard definition (SD) and high definition (HD) simulcast – for viewers who want an even bigger and bolder experience. Discovery Channel Canada is a joint venture between Bell Media, which is owned by BCE Inc. (TSX, NYSE: BCE), Canada's largest communications company, and Discovery Communications Inc. Find more information and interactive online features at [DiscoveryChannel.ca](http://DiscoveryChannel.ca).

### **About Investigation Discovery U.S.:**

Investigation Discovery (ID) is America's leading investigation network and the fastest-growing network in television. As the source for fact-based analytical content and compelling human stories, ID probes factors that challenge our everyday understanding of culture, society and the human condition. ID delivers the highest-quality programming

to nearly 79 million U.S. households with viewer favorites that include *On the Case with Paula Zahn*, *Disappeared*, *Unusual Suspects* and *Stolen Voices*, *Buried Secrets*. For more information, please visit [InvestigationDiscovery.com](http://InvestigationDiscovery.com), [facebook.com/InvestigationDiscovery](https://facebook.com/InvestigationDiscovery), or [twitter.com/DiscoveryID](https://twitter.com/DiscoveryID). Investigation Discovery is part of Discovery Communications (Nasdaq: DISCA, DISCB, DISCK), the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and territories.

For further information and bios:

Mary Powers, for Lively Media, +1416 767 8692 [mpowers@mpowers.ca](mailto:mpowers@mpowers.ca)

Jodi Cook, for Discovery Channel Canada, +1416 384 4603 [jodi.cook@bellmedia.ca](mailto:jodi.cook@bellmedia.ca)

David Schaefer, for Investigation Discovery U.S., +1240 662 2954

[David.Schaefer@discovery.com](mailto:David.Schaefer@discovery.com)