



Surprisingly Human

FOR IMMEDIATE RELEASE

March 7, 2013

CONTACT: Matthew Windsor, 240.662.6781

Matthew_Windsor@Discovery.com

THE CAT DADDY IS BACK!

JACKSON GALAXY TAKES ON MOST HELLACIOUS CAT CASES YET IN NEW SEASON OF ANIMAL PLANET'S MY CAT FROM HELL

-- All-New, Short-Form Web Series "**HELL CATS REVISITED: HOW DO YOU LIKE MEOW?**" Catches up With Former Feisty Felines on *AnimalPlanet.com* --

(Silver Spring, Md.) — You'd think the Cat Daddy, Jackson Galaxy, had seen it all as a cat-behavior expert for the past 15 years and during the past three successful seasons of Animal Planet's **MY CAT FROM HELL**. But when it comes to fiery felines and their overwhelmed owners, anything is possible, and every day has the potential to surprise.

Beginning **April 6, at 8 PM (ET/PT)**, **MY CAT FROM HELL** returns with 17 all-new episodes, which aim to test Galaxy's knowledge and teach this seasoned cat man some new tricks. This season's gamut of calamitous cat cases includes felines that can't control their bladders, kitty turf wars, cat mood swings and a ferocious feline that does severe damage to its 95-year-old owner. Galaxy also tackles the human elements at the root of these problems, including feuding roommates, enabling owners, overbearing cat parents and confused disciplinarians.

In addition to the new crop of cases, *AnimalPlanet.com* takes Galaxy back into the inferno with former clients in **HELL CATS REVISITED: HOW DO YOU LIKE MEOW?** Also debuting on April 6 as a complement to the TV series, this 16-episode, original short-form web series follows up with some of the most memorable felines from seasons past and the current crop of episodes to find out if the kitties play when the Cat Daddy is away. Have the owners employed Galaxy's techniques to achieve harmony with their cats? If so, are they still living in peace, or is it life in hell again?

In **MY CAT FROM HELL**, Galaxy takes on the most "cat"astrophic cat cases anyone ever has encountered. Armed with a proven training program and his signature guitar case filled with cat toys, Galaxy is on a mission to help cat owners find the sources of conflict with their furry friends. In each episode, Galaxy helps felines and repairs the relationships they're ruining. Whether it's the cats or the owners behaving badly, leave it to Galaxy to save the day!

MY CAT FROM HELL is produced for Animal Planet by Eyeworks USA. Melinda Toporoff is the executive producer for Animal Planet. JD Roth, Todd A. Nelson and Adam Kaloustian are executive producers, and Chandrea Miller is the co-executive producer for Eyeworks USA.

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

2-2-2

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.