



Surprisingly Human

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## **ME-OW! ANIMAL PLANET'S MY CAT FROM HELL SCRATCHES AND CLAWS TO RATINGS HIGHS AND SERIES RENEWAL**

*-- Season Three Delivers 1M P2+ Viewers --*

(Silver Spring, Md.) — This summer, kitty lovers and loathers who are fans of Animal Planet's **MY CAT FROM HELL** helped the series blaze hotter than a tin roof, delivering nearly 1M P2+ viewers (954K) in the series' third season. Today, Animal Planet announces a fourth season of the feline fan favorite with 17 one-hour episodes set to premiere in 2013.

**MY CAT FROM HELL**'s steaming summer peaked with the September 1 episode, "Big Boi Ruins Our Social Life," which scored a series best performance across several key demos, including P2+ viewers (1.2M), HH (855K), P25-54 (576K), P18-49 (487K) and W25-54 (376K).

In addition, the series continued to resonate with female viewers, wrapping as the network's third-most watched series year to date with W25-54 (274K).

In **MY CAT FROM HELL**, cat behaviorist Jackson Galaxy helps cat owners find the source of conflict with their furry friend by utilizing his more than 15 years of experience, a proven training program and his signature guitar case filled with cat toys.

**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](http://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.