

**FOR IMMEDIATE RELEASE:** CONTACT: Laurie Goldberg, 310-975-1631

January 22, 2015 [Laurie\_Goldberg@Discovery.com](mailto:Laurie_Goldberg@Discovery.com)

**RICH ROSS EXPANDS DISCOVERY CHANNEL’S DEVELOPMENT AND PRODUCTION UNIT IN NEW YORK**

Discovery Channel President Rich Ross is strengthening Discovery’s presence in New York with the formation of a New York-based Production and Development unit, headed by Matthew Kelly and Michael Sorensen. Both executives are currently based in Discovery Communications’ headquarters in Silver Spring, MD. Other Discovery Channel development and production executives and key team members will continue to be based in Los Angeles and Silver Spring. Sorensen and Kelly will report to Denise Contis, Discovery Channel’s Los Angeles-based Executive Vice President of Production and Development.

Kelly and Sorensen will oversee unscripted series for the newly formed unit and join Ross' most recent hire, multiple Primetime Emmy Award winning filmmaker John Hoffman, who serves as Executive Vice President of Documentaries and Specials for Discovery Channel in New York.

“As Discovery Channel creates and delivers more programming to more viewers across all platforms, having a robust development and production team in New York is a crucial and necessary move," said Rich Ross, president of Discovery Channel. "With a larger New York presence, Discovery will be positioned to explore the most opportunities available to develop inventive, high-quality programming."

Kelly serves as Vice President, Development and Production and is responsible for bringing new series and specials to Discovery Channel while supervising the development and production of concepts to green light, in addition to maintaining the quality of current series through production and delivery. He developed the network’s #1 series, **GOLD RUSH**, and **EDGE OF ALASKA**, while overseeing select productions, including **YUKON MEN** and **AMISH MAFIA,** on which he also served as executive producer. Kelly earlier developed programming for Discovery Channel that included **MAN, WOMAN, WILD** and the four part documentary series **GOLD FEVER.**Previously, Kelly served as Director of Development at Science Channel where he worked on signature programs that included Oddities, and How the Universe Works, among others series. He earned a Master of Business Administration from New York University’s Leonard N. Stern School of Business, and a Bachelor of Science in Communication Studies from Northwestern University.

Sorensen is also a Vice President, Development and Production for Discovery Channel. He identifies writers, producers and talent necessary to develop compelling new characters and programming while supervising the development and production of concepts to green light through production. Sorensen also helps set development strategy and oversees select productions on which he serves as executive producer. During his tenure with Discovery, Sorensen developed and produced programming for **SHARK WEEK**,in addition to developing  series and specials that include **VEGAS RAT RODS, FAT N' FURIOUS, SKYSCRAPER LIVE WITH NIK WALLENDA, SKYWIRE LIVE WITH NIK WALLENDA**,and **BERING SEA GOLD: UNDER THE ICE**, among others. Sorensen earlier led the creative team on Science Channel in establishing the network’s ‘Sci-Sports’ strand with programming such as *Punkin’ Chunkin* and *Large Dangerous Rocket Ships* (LDRS), and developed series that included *Through the Wormhole with Morgan Freeman* and *Oddities*. Sorensen also previously worked at Creative Artists Agency (CAA) in Los Angeles in the Television Alternative Department. He earned his Masters of Science in Media Studies from Brooklyn College and a Bachelor of Fine Arts in Television and Film Production from Chapman University.

**About Discovery Channel**

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.8 million U.S. homes, can be seen in 210 countries and territories, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit www.discovery.com.

**About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching nearly 3 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 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, through Discovery Education, and a digital leader with a diversified online portfolio, including Discovery Digital Networks. For more information, please visit www.discoverycommunications.com.

###