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**ANIMAL PLANET SCOURS THE GLOBE TO FIND
MUST-HAVE PET PRODUCTS AND AMERICA'S CUTEST PETS
IN TRIO OF FALL SPECIALS**

-- Best Internet Clips of Cats and Dogs and Latest in Animal Merchandise Featured in Pet Spectaculars --

(Silver Spring, MD) – This November, after sifting hundreds of hours of cat and dog clips on the Internet, Animal Planet will be crowning one adorable cat and dog as champions in the inaugural **AMERICA'S CUTEST CAT** and the second annual **AMERICA'S CUTEST DOG** specials. Following the coronations, Animal Planet will leave no invention or gadget unturned with the return of the wildest broadcast shopping catalogue for pet owners, **YOUR PET WANTS THIS, TOO!**

The three-week pet love fest begins on **Saturday, November 13, at 9 PM (ET/PT)** with the world premiere of **AMERICA'S CUTEST CAT**. With viral videos of the craziest and quirkiest cats a mere mouse-click away, Animal Planet settles the cuteness debate by counting down the top five videos in eight pre-determined categories, such as "Are You Talking to Meow?" and "Copy Cats." Taking into consideration online views and commentary from Animal Planet personalities and feline experts, the top cats from each category will then square off to determine the undisputed cutest cat. The one-hour special will run the gauntlet on cuteness, from cats sleeping in secret hideaways, to bizarre bathing felines.

Not to be outdone by their feline friends, on **Saturday, November 20, at 9 PM (ET/PT)** the cutest cat's canine counterpart will be crowned on the second annual installment of **AMERICA'S CUTEST DOG**. Combing through the best the internet has to offer in doggie home videos, this special will push the cuteness scale to new heights in categories like "Dancing with the Dogs" and "Let Sleeping Dogs Lie." From musical puppies that play instruments and sing along to the radio, to canines on the go and dogs that dress to the nines, **AMERICA'S CUTEST DOG** will be named from a strong pool of pooches.

Concluding the trio of special pet programming on **Saturday, November 27, at 8 PM (ET/PT)** is the world premiere of **YOUR PET WANTS THIS, TOO!** With 50 billion dollars spent annually around the globe on pet products, this special brings viewers and their pets the must-have products of the season. From customizable in-home reptile habitats to sports gear for birds, and from electronic pooper scoopers to devices that make the litter box obsolete, **YOUR PET WANTS THIS, TOO!** is sure to have something every pet and owner will love.

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AMERICA'S CUTEST CAT and **AMERICA'S CUTEST DOG** are produced by Powderhouse Productions for Animal Planet. John Tomlin and Sean Baker Carter are executive producers for Powderhouse. Melinda Toporoff is the executive producer for Animal Planet.

YOUR PET WANTS THIS, TOO! is produced by Sharp Entertainment for Animal Planet. Matt Sharp is the executive producer for Sharp Entertainment, and Lisa Lucas is the executive producer for Animal Planet.

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 97 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.

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