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**ANIMAL PLANET LAUNCHES HI-DEF, LIVE PANDACAM AT ZOO ATLANTA;  
PANDA-MONIUM ENSUES**

*--Animal Planet L!VE Webcam Offers 24/7 View of Nation's Only Current Pair of Giant Panda  
Twins at Zoo Atlanta--*

(Atlanta—October 22, 2015)—It's 24/7 Panda-monium! [Animal Planet](#) and [Zoo Atlanta](#) today launched [PandaCam](#), a captivating digital experience offering viewers unfiltered views into the lives of several giant pandas: father Yang Yang; mother Lun Lun; and Mei Lun and Mei Huan, the only current pair of giant panda twins in the U.S. Hosted on [Animal Planet L!VE](#) at [apl.tv/PandaCam](http://apl.tv/PandaCam), viewers can watch these extraordinary bears, day or night, from multiple camera angles in stunning high definition.

Animal Planet L!VE, a digital destination for a round-the-clock window into the animal kingdom, extends the shared passion for animals across mobile, desktop and home-based platforms and brings live streams to fans on their connected device of choice while also providing them with the chance to engage in real-time discussions with fellow animal lovers. Those following this fascinating black-and-white foursome can chat with their giant panda-loving peers while they watch online, and they can also chat with Zoo Atlanta zookeepers during upcoming chat events. Giant panda caregivers are slated to share updates on Mondays, Wednesdays and Fridays on Zoo Atlanta's blog at [zooatlanta.org](http://zooatlanta.org), which also features a parallel feed of the PandaCam.

"PandaCam is the latest way that Animal Planet delivers the magic and immediacy of the animal world to our audience anytime and anywhere," says Rick Holzman, General Manager and Executive Vice President of Animal Planet. "The high-quality unfiltered 24/7 views offered by PandaCam enable viewers to develop an even deeper level of appreciation for this beloved but extremely rare species. We're hugely appreciative to our partners at Zoo Atlanta for providing a spectacular high-definition look into their world-class giant panda habitat."

"We're thrilled about partnering with Animal Planet on a new PandaCam, which offers our fans more clarity, color and definition than they've ever seen on tuning in to this webcam. The cam is viewed by thousands of web users around the world, and our giant panda fans will get a real surprise today," says Raymond B. King, President and CEO. "We're excited about introducing

Lun Lun, Yang Yang, Mei Lun and Mei Huan to an even broader audience that we can now expect to number in the millions.”

Zoo Atlanta is one of only four zoos in the U.S. housing the endangered giant panda, an international icon for wildlife preservation and the Zoo’s most significant conservation investment. Five cubs have been born at Zoo Atlanta since Lun Lun and Yang Yang’s arrival in 1999. Females Mei Lun and Mei Huan, born July 15, 2013, are the only surviving pair of giant panda twins in the U.S. Their three older siblings, Mei Lan, Xi Lan and Po, currently reside at the Chengdu Research Base of Giant Panda Breeding in China.

PandaCam is the first giant panda stream hosted by Animal Planet L!VE, joining more than 20 other live animal cams from sites around the world. Animal Planet L!VE’s Sloth Cam is also hosted at Zoo Atlanta, which follows the lives of Hoffmann’s two-toed sloths Cocoa, Okra Mae, Bonnie and Bonnie’s five-month-old infant, Raisin.

To meet the aww-inspiring foursome, fans should visit [apl.tv/pandacam](http://apl.tv/pandacam), accessible via computer, smartphone or tablet, and [zooatlanta.org](http://zooatlanta.org). Fans can also join the social conversation by using #ZAPandas.

### **About Animal Planet**

Animal Planet, 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. Animal Planet consists of the Animal Planet television network, available in more than 94 million homes in the US; online assets [www.animalplanet.com](http://www.animalplanet.com), the ultimate online destination for all things animal; Animal Planet L!VE, the go-to digital destination for round-the-clock, unfiltered access to the animal kingdom; and other media platforms including a robust Video-on-Demand (VOD) service, and merchandising extensions.

### **About Zoo Atlanta**

Viewed as one of the finest zoological institutions in the U.S. and a proud accredited member of the Association of Zoos and Aquariums (AZA), Zoo Atlanta has a mission to inspire value and preservation of wildlife through a unique mix of education and outdoor family experiences. From well-known native wildlife to critically endangered species on the brink of extinction, the Zoo offers memorable close encounters with nearly 1,400 animals from around the world. The Zoo’s newest destination, Scaly Slimy Spectacular: The Amphibian and Reptile Experience, featuring 60 species in a 111,000 square-foot complex, opened in spring 2015. Zoo collection highlights include Mei Lun and Mei Huan, the only giant panda twins in the U.S.; North America’s largest zoological collections of gorillas and orangutans; and a global center of excellence for the care and study of reptiles and amphibians. Up-close-and-personal animal experiences include behind-the-scenes Wild Encounters with African elephants, giant pandas, lemurs and Aldabra giant tortoises. Zoo Atlanta is open daily with the exceptions of Thanksgiving and Christmas Day. Keeper talks, interactive wildlife shows, education programs and special events run year-round. For more information, visit [zooatlanta.org](http://zooatlanta.org) or call 404.624.WILD.

