



NEWS RELEASE

FOR IMMEDIATE RELEASE

March 1, 2012

Contact: Amber Harris, 240-662-5235
amber_harris@discovery.com

DISCOVERY CHANNEL AND SEAWORLD INVITE ONLINE AUDIENCES TO GET READY FOR 'FROZEN PLANET' WITH 'PENGUIN CAM'

– 24-7 Live Feed Gives Eye-to-Eye Access to Hundreds of Penguins –

Silver Spring, Md. – Following the success of Discovery Channel's Shark Cam and in anticipation of the U.S. premiere of **FROZEN PLANET**, [Discovery Channel](#) and [SeaWorld](#) have launched [Penguin Cam](#) – a live online experience from SeaWorld San Diego's Penguin Encounter attraction featuring more than 300 penguins representing five species, all of which are featured in the Discovery series.

The *Penguin Cam* live feed, available on the [FROZEN PLANET fansite](#), on [SeaWorld's website](#), and on USTREAM from March 1 until April 30, 2012, immerses online visitors in the 25-degree penguin habitat and brings them eye level with king, emperor, Adélie, gentoo and macaroni penguins. Fans of the cam's tuxedoed stars will witness daily feedings, SeaWorld educator presentations and much more. In addition, Discovery Channel will host a weekly chat with a SeaWorld expert every Monday at 12pm ET beginning on March 19, with questions coming from the live online audience. Visitors can also have fun learning about each of the species featured and spotting the new Adélie chicks that just joined the Encounter.

The **FROZEN PLANET** digital experience continues beyond *Penguin Cam* at Discovery.com. The [series' fansite](#) features dozens of behind-the-scenes videos, interviews and amazing moments from the epic seven-part series, which will premiere on Discovery Channel on March 18 at 8pm ET/PT. The network will also launch a new online game next week, *Criminal Penguins*, inspired by the [pillaging behavior caught on camera in FROZEN PLANET](#). The fast-paced interactive will challenge casual gamers to assume the role of an Adélie penguin and build the perfect nest by finding and stealing rocks – all while other criminal penguins try to derail the mission. Additionally, fans can keep up with the series by liking the [FROZEN PLANET Facebook page](#) and following [@Discovery](#) on Twitter.

A Discovery Channel/BBC co-production four years in the making, **FROZEN PLANET** will provide the ultimate portrait of our earth's polar regions, where the scale and beauty of the scenery and sheer power of the natural elements are unlike anywhere else on the planet. The series will reveal an astonishing world filled with more creatures, variety, color and spectacle than ever imagined.

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.

– Continued –

About SeaWorld Parks & Entertainment

SeaWorld Parks & Entertainment inspires people to celebrate, connect, and care for the natural world through the power of entertainment. The company owns and operates 10 parks across the United States, as well as the newly formed SeaWorld Pictures division. The parks play host to 23 million guests a year and provide lasting memories through up-close animal encounters, world-class shows and rides, and high-quality themed attractions. Locations include SeaWorld parks in Orlando, San Diego and San Antonio; Busch Gardens parks in Tampa, Fla. and Williamsburg, Va.; Discovery Cove and Aquatica in Orlando; Sesame Place near Philadelphia, Pa.; and water parks Adventure Island in Tampa and Water Country USA in Williamsburg. For more information, visit www.SeaWorldParks.com.

A global leader in animal care and conservation, SeaWorld Parks & Entertainment cares for more than 60,000 animals including 200 endangered or threatened species. This commitment extends to animals around the world: The company has contributed more than \$50 million to conservation, wildlife rescue and environmental stewardship initiatives and operates one of the world's most respected animal rescue and rehabilitation programs. SeaWorld has rescued more than 20,000 orphaned, injured or ill animals over four decades.

SeaWorld Parks & Entertainment employs 20,000 people nationwide and is a portfolio company of Blackstone (NYSE:BX).

###