

FOR IMMEDIATE RELEASE June 22, 2011

Contact: Melissa Berry, 240-662-2946

Melissa berry@discovery.com

SHORTY AND CREW REACH NEW DRAMATIC HEIGHTS IN THE THIRD SEASON OF PIT BOSS

-- Premiering July 16, This Fan-Favorite Series Delves Deeper Into the Lives of the PIT BOSS Team-

(SILVER SPRING, MD) – **PIT BOSS** is back for a third season, and it is better than ever with more action, emotion, humor and drama. Premiering **Saturday**, **July 16**, **at 10 PM (ET/PT)**, the stakes are higher, and the rescues are more dangerous. But Shorty and his gang are up for the challenge, and their mission remains the same -- to change people's perceptions of pit bulls and little people.

In the new season, Shorty Rossi is no longer just fulfilling his lifelong dream of rescuing the "underdogs" of the canine world and running Shortywood, Inc., a talent management company for little people. He also is helping others to achieve their dreams. Shorty might be a little man, but neither his name nor his height (nor demeanor) reflects the gigantic size of his heart. For the first time ever, Shorty participates with the Make-A-Wish Foundation© to grant a special wish for a little girl named Emma. Even though Emma's wish comes true when she meets Shorty, whose tireless work for pit bulls inspires her, the day does not end there. In a surprising turn of events, Emma falls in love with a puppy that Shorty's Rescue found in an oil tanker, and it's up to the Crew to find a way to transport it all the way across the country, from Los Angeles to Connecticut! Transporting any dog is a logistical headache, but trying to courier a pit bull anywhere, given their tarnished reputation, is a downright nightmare! It's up to Shorty, Sebastian, Ashley and Ronald to find a way to get the puppy to Emma or risk breaking the little girl's heart.

In other new episodes this season, the excitement continues to unfold as Shorty, Ashley, Sebastian and Ronald walk a fashion runway, perform with an improv group, and put on a fire breathing exhibition! But not all of their work proves to be so glamorous, as Shorty and his crew also encounter several struggles. The Crew faces a 48 hour deadline to raise \$5000 for a pup in dire need of a leg operation, and if they can't raise the money in time, the dog will be put down. Shorty, Sebastian and Ronald face one of their scariest rescues yet, when they are called in to locate a pit bull in an abandoned manufacturing plant. On a personal level, Sebastian struggles with the fact that he is increasingly losing his hearing, and worries he'll lose his independence if he needs to rely on a service dog. And, this summer, viewers get a chance to protest alongside Shorty in what he calls the "Bull Sh*t legislation" in Denver, which bans individuals from owning pit bulls within city limits.

"I might have to climb walls, deal with some rough characters and put myself into some tight spots to rescue pit bulls, but no barrier can come between me and my pittys," says Shorty Rossi. "Pit bulls were there for me when no one else was, and I will always be there for them."

PIT BOSS is produced for Animal Planet by Intuitive Entertainment. Mechelle Collins and Kevin Dill are executive producers for Intuitive Entertainment. Executive producer for Animal Planet is Erin Wanner.

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.