



Surprisingly Human

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ANIMAL PLANET DELIVERS ITS BEST THIRD QUARTER EVER

- Network Remains Among Top-20 Cable Ranking -

(Silver Spring, Md., October 1, 2013) –Animal Planet achieved its most-watched third quarter ever in prime and total day among major key demos, including P2+ viewers (742K, 496K), HH (525K, 369K), P25-54 (305K, 201K) and P18-49 (286K, 196K).

For the third consecutive quarter, Animal Planet ranked among the top-20 ad-supported cable networks based on M25-54 delivery (#19). The network also ranks among the top-20 cable networks in 2013 to date (#16).

In addition to posting a record-breaking third quarter, Animal Planet delivered its best quarterly performance ever in total day among P2+ viewers (496K) and HH (369K) and its most-watched September in history in total day among P2+ viewers (438K).

Success partly was driven by strong performances of **TREEHOUSE MASTERS**, **CALL OF THE WILDMAN**, **GATOR BOYS** and **TANKED**. **TREEHOUSE MASTERS** and **CALL OF THE WILDMAN** respectively are Animal Planet's second- and third-most-watched series year to date among P2+ viewers, with the former pulling in 1.3M P2+ viewers in its season-one run and the latter delivering 1.3M P2+ viewers throughout its 19 season-two premieres to date. **GATOR BOYS** pulled in 1.1M P2+ viewers during its nine season-two premieres to date. **TANKED**, which premiered 17 episodes this season to date, has delivered nearly 1M P2+ viewers (977K).

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; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.

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