



Surprisingly Human

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ANIMAL PLANET PACING FOR MOST-WATCHED YEAR EVER

- Network Posts Double-digit Gains in Third Quarter -

(Silver Spring, Md., October 2, 2012) – Animal Planet ended the quarter on track to achieve its most-watched year in network history in prime among P2+ viewers (662K), HH (488K), P25-54 (302K), P18-49 (279K) and M25-54 (165K).

In third quarter, Animal Planet had record-breaking performances in prime and total day. In prime, the network achieved significant double-digit gains among P2+ (642K, +17%), HH (458K, +13%), P25-54 (291K, +16%), P18-49 (273K, +16%) and M25-54 (157K, +20%). In total day, Animal Planet marked its best third-quarter ever among P2+ viewers (440K, +13%), HH (340K, +11%), P25-54 (191K, +18%), P18-49 (183K, +13%), W25-54 (97K, +17%) and M25-54 (94K +19%). The network ranked among the top 20 networks in prime for the third consecutive quarter among all ad-supported cable based on M25-54 delivery.

The Planet's red-hot success was ignited by strong performances by **CALL OF THE WILDMAN, TANKED** and **MY CAT FROM HELL**. **CALL OF THE WILDMAN** ranks among the top-three Animal Planet series year to date based on P2+ delivery, drawing 1.2M viewers. **TANKED** ranks among the top-five network series year to date based on P2+ delivery, roping in 1M viewers. This season's **MY CAT FROM HELL** averaged nearly 1M P2+ viewers (954K).

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 96 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.