



DISCOVERY'S 'MYTHBUSTERS' SURPASSES SEVERAL BROADCASTERS IN WEDNESDAY NIGHT'S PREMIERE IN KEY DEMOS

October 14 Premiere Second Best Men 25-54 Audience on Record

(Silver Spring, Md) – Record-setting ratings for Wednesday night's **MYTHBUSTERS** premiere at 9PM e/p and the double-digit growth for the return of **TIME WARP** at 10PM e/p led Discovery Channel to rank as primetime's #3 cable network for M18-49 and #4 for M25-54.

MYTHBUSTERS was the #1 non-sports primetime cable telecast for M25-54, surpassing broadcast programs NBC (Mercy) and ABC (Eastwick). The premiere scored the largest M25-54 audience since September 2006 and its second best M25-54 audience on record. Among the M25-54 demo, the episode was third behind sports College Football (ESPN) and Ultimate Fighter (SPK). For M18-49 it was the third best on record and also the best since September 2006. More than 2.7 million people 2+ tuned into the premiere.

TIME WARP attracted 1.2 million people 2+, 19% more than the October 2008 time slot average. Gains were posted for P18-49 (+12%), P25-54 (+16%) and most key demos. The premiere also ranked as the time slot's #8 cable program for M25-54 delivery and was in the top ten for M18-34 (#10).

Source: Nielsen. Live+SD.

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