



October 29, 2009

**DISCOVERY'S 'MYTHBUSTERS' CONTINUES TO RESONATE WITH MEN
ON WEDNESDAY NIGHTS**

(Silver Spring, Md) – The October 28, 2009 premiere episode of **MYTHBUSTERS, *Greased Lightning***, was the #1 ad-supported cable program in its time slot (9-10 PM ET/PT) for Men 18-49. Additionally, **MYTHBUSTERS** was the #3 non-sports, cable telecast among Men 25-54 and Men 18-49 in delivery and ratings and was the #2 ad-supported cable program in its time slot for Men 25-54, and #3 for Persons 25-54. The episode exceeded the 4Q08 Wednesday 9-10PM time slot with double-digit gains in key demos – Persons 25-54 (42.7%) / Men 25-54 (39.2%) / Women 25-54 (49.8%) / Persons 2+ (29.7%).

For the night, Discovery Channel was the #3 primetime ad-supported cable network for Men 18-49 delivery and #4 for Men 25-54. It also ranked #5 for Persons 25-54.

Source: Nielsen. Live+SD.

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