



FOR IMMEDIATE RELEASE:
November 8, 2010

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**DISCOVERY CHANNEL'S *SWAMP LOGGERS* #1 FOR 5th STRAIGHT WEEK
AMONG MEN**

The Friday, November 5, 2010 premiere episode of Discovery Channel's **SWAMP LOGGERS, *Rainy Days***, was the #1 non-fiction cable program during primetime, among M25-54/M18-49/M18-34 delivery (excluding sports), earning a 0.79 P25-54 AA%.

SWAMP LOGGERS has now been the **#1 non-fiction cable program** (excluding movies and sports) **among M25-54 delivery for five straight weeks.**

The premiere telecast of **SWAMP LOGGERS** posted double-digit gains in ALL KEY DEMOS, compared to its year-ago time slot (4Q09, Fri, 9PM).

Another all-new episode airs Friday, November 12 at 9PM. For more information or to download images of **SWAMP LOGGERS**, please visit <http://press.discovery.com/us/dsc/programs/swamp-loggers/>.

Source: NHI. Live+SD AA(000).

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