



FOR IMMEDIATE RELEASE:
November 17, 2010

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DISCOVERY CHANNEL'S *DIRTY JOBS* #1 FOR 2ND STRAIGHT WEEK
AMONG MEN

The Tuesday, November 16, 2010 premiere episode of **DIRTY JOBS WITH MIKE ROWE, *Lightning Rod Installer***, was the #1 non-fiction cable program (excluding news) among M25-54 and the #1 non-fiction cable program among M18-49 (excluding sports) in primetime. Earning a 1.11 HH / 0.79 P25-54 AA%, the telecast delivered 1.64 million viewers (P2+) that evening.

DIRTY JOBS WITH MIKE ROWE has now been the #1 non-fiction cable program among M25-54 (excluding news/sports) during Tuesday primetime for two weeks in a row.

Discovery Channel was a top-five (#5) cable network in M25-54/18-49/18-34 delivery during Tuesday primetime.

Another all-new episode of **DIRTY JOBS WITH MIKE ROWE** airs this Sunday, November 21 at 9PM ET/PT, followed by the world premiere of new series **BREW MASTERS** at 10PM ET/PT. For more information or to download images on Discovery programming, please visit press.discovery.com.

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

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