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CONTACT: Brian Eley, (212) 548-5153
Brian_Eley@Discovery.com

ANIMAL PLANET FINDS MAMMOTH-SIZED RATINGS FOR “FINDING BIGFOOT”

-- Network Orders Additional Episodes of the Series That Squatched Season One Ratings --

(New York, New York, March 12, 2012) – Animal Planet’s **FINDING BIGFOOT** concluded a strong nine-episode run this past Sunday with the second season averaging more than 1.3M P2+ viewers, up 15% vs. season one (1.38M vs. 1.2M). It now ranks among Animal Planet’s top-three performing series of all time among P2+. Animal Planet ordered additional episodes, which are slated to air later this year, including two to be shot internationally.

Overall, **FINDING BIGFOOT** season two premieres outpaced season one performance across all key demos, including P25-54 +17% (716K vs. 612K); P18-49 +23% (682K vs. 554K); M25-54 +9% (418K vs. 382K); and W25-54 +30% (298K vs. 229K). **FINDING BIGFOOT** helped Animal Planet rank among the top-five ad-supported cable networks in the Sun 10 PM hour based on M25-54 delivery in 1Q12 to date (excluding movies and sports). The **FINDING BIGFOOT** episodes, “Baby Bigfoot” and “Buckeye Bigfoot,” each brought in 1.6M P2+ viewers and rank as the series’ most-watched episodes ever.

About **FINDING BIGFOOT**: From small towns in the south to remote areas of the Pacific Northwest and into Canada, four eccentric but passionate bigfoot researchers embark on one single-minded mission - to find the elusive “creature.” Comprised of Bigfoot Field Research Organization president Matt, crab fisherman Bobo, professional educator Cliff and skeptical scientist Ranae, the foursome engage in the ultimate quest in search of proof that sasquatches really do exist and are alive and well in North America.

FINDING BIGFOOT is a produced for Animal Planet by Ping Pong Productions. Brad Kuhlman and Casey Brumels are the executive producers for Ping Pong, and Keith Hoffman is the executive producer for Animal Planet.

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.

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