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ANIMAL PLANET FINDS BIG RATINGS IN JANUARY

*-- Network Off to Best Start in Nearly a Decade on Strength of FINDING BIGFOOT,
MY CAT FROM HELL --*

(January 31, 2012, New York, New York) – Animal Planet stamped out of the gate this new year with its highest monthly prime performance in over five years, delivering 694K P2+ viewers, and its best January Prime performance in nine years. The “Surprisingly Human” destination also posted its best ever monthly performance in network history with Men 25-54 in both Prime (166K) and Total Day (106K), up 36% and 44% respectively versus last year. Viewership was driven by the return of several hit series, including **FINDING BIGFOOT** and **MY CAT FROM HELL**.

This past Sunday’s **FINDING BIGFOOT** premiere of the series ranks as the most-watched ever, with 1.614M P2+ viewers. In January, **FINDING BIGFOOT** helped Animal Planet rank among the Top 5 ad-supported cable networks on Sunday in the 10 PM hour based on M25-54 delivery (excluding sports, tied with TNT). Its second season continues to outpace season one across several key demos: P25-54 +13% (691K vs. 612K), M25-54 +3% (394K vs. 382K), W25-54 +30% (297K vs. 229K), P18-49 +24% (687K vs. 554K), and P2+ +15% (1.3M vs. 1.2M). **FINDING BIGFOOT** ranks among Animal Planet’s top three performing series of all time among P25-54.

MY CAT FROM HELL ranks as the second-strongest Animal Planet series in 2012 to-date with the premiere bringing in nearly 1 million P2+ viewers (914K) and averaging 906K for the month.

“We came out of the gate on New Year’s Day with big stories, big characters and a big entertainment slate,” noted Marjorie Kaplan, group president of Animal Planet and Science Networks. “With the adventure series **FINDING BIGFOOT** and heavenly performance of **MY CAT FROM HELL** we’re expecting our strong start to 2012 to continue.”

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