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**“WHALE WARS” SOPHOMORE VOYAGE OUTPERFORMS LAST SEASON BY DOUBLE DIGITS, COMMANDEERING 1.2M VIEWERS**

*-- Environmental Series Ranked Top Five in Cable for the Night --*

(New York, New York, June, 9, 2009) – Captain Paul Watson and his seafaring, anti-whaling crew from the Sea Shepherd Conservation Society captured nearly 1.2 million viewers (1.17M) in the season debut of **WHALE WARS** on Animal Planet. The action-packed, adrenaline-fueled environmental adventure series delivered double-digit audience gains compared to its first season average (HH: 846K, +23%; P25-54: 638K, +21%; M25-54: 399K, +29%; P18-49: 625K, +25%; P2+: 1.17M, +24%). Compared to the **WHALE WARS** series premiere last year, last Friday’s season premiere delivered significant increases (HH +17%, P25-54 +41%; M25-54 +73%; P18-49 +45%, P2+ +22%).

Animal Planet ranked #1 among all cable with M25-54 and #2 with P25-54 at the 9 PM and 10 PM hours respectively (excluding movies). **WHALE WARS** fueled the network’s success at 9 PM while the Planet’s recent hit series **RIVER MONSTERS** contributed to the 10 PM victory.

Among all cable programs on Friday night, **WHALE WARS** and **RIVER MONSTERS** ranked in the top five among M25-54.

“**WHALE WARS** is one of the most exciting series in the network’s history and a terrific launch for our summer season with ten more weeks of amazing storytelling for the show’s fans,” noted Marjorie Kaplan, president and general manager of Animal Planet. “Animal Planet is building a strong slate for a passionate audience with series like **WHALE WARS**, **RIVER MONSTERS** and a new season of **JOCKEYS** returning later this summer.”

Earlier this year when the Sea Shepherd Conservation Society vessel the *Steve Irwin* docked in Hobart, Tasmania, it was met by two dozen members of the Australian Federal Police. They were there to confiscate hundreds of hours of videotape, launching an investigation into what was one of the most intense and dramatic campaigns ever conducted by the Sea Shepherds in their 30-year history. It was a life-changing experience for those on the boat and is the basis for **WHALE WARS**. The new season includes collisions at sea; dangerous ice fields to avoid; harrowing nautical maneuvers; and the use of more aggressive defenses against the Sea Shepherds.

**WHALE WARS** is a production of Lizard Trading Company and RIVR Media for Animal Planet. Liz Bronstein is the executive producer for Lizard Trading Company, and Jason Carey is the executive producer for Animal Planet. Charlie Foley is vice president of development 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 95 million homes in the US; online assets [www.animalplanet.com](http://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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