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Contact: Katherine Nelson, 310 975 5975
Katherine_Nelson@discovery.com

DISCOVERY CHANNEL'S GOLD RUSH: ALASKA
#1 CABLE PROGRAM ACROSS KEY DEMOS ON FRIDAY, JANUARY 21

(Silver Spring, Md.) – On Friday, January 21, 2011, Discovery Channel's premiere episode of **GOLD RUSH: ALASKA** was the #1 cable program (no exclusions) during primetime among Households (2.44), Persons 25-54 (1.56) and Persons 18-49 (1.34), Men 25-54 (2.19) and Men 18-49 (1.92) delivery. It was also the #1 ad-supported cable program among Persons 2+ delivery, watched by an average of 3.3 million viewers (P2+).

Beating out most broadcast programs on Friday night, **GOLD RUSH: ALASKA** was #3 in all of television among men (Men 25-54 / Men 18-49 delivery, no exclusions), behind only *Fringe* and *Kitchen Nightmares* on Fox. In addition, since its launch on December 3, 2010, **GOLD RUSH: ALASKA** has also been the #1 ad supported cable program on Friday nights (excluding sports) among Men 25-54 and the #1 new original series on cable.

Immediately preceding **GOLD RUSH: ALASKA** at 9PM ET/PT, the second episode of **FLYING WILD ALASKA, Life or Death**, premiered to a 1.73 Household / .87 Persons 25-54 / 2.19 Men 25-54 / 1.92 Men 18-49 rating. Watched by 2.43 million viewers (P2+), it was the #2 non-sports cable program for Men 25-54 delivery, behind only **GOLD RUSH: ALASKA**. Driven by the success of both shows, Discovery Channel was the #1 cable network among Men 25-54 and 18-49 delivery (excluding sports) for the night.

"**GOLD RUSH** and **FLYING WILD ALASKA** are grabbing audiences from broadcast as they take the top slots on Friday night," said Clark Bunting, President and General Manager, Discovery Channel. "Both programs focus on dramatic storytelling that shines a spotlight on incredibly relatable people who are out there giving it their all within the context of the beautiful majesty and raw frontier of Alaska."

For more information or to download images from either series, please visit <http://press.discovery.com>.

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