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IT'S RATINGS HOG HEAVEN FOR DISCOVERY CHANNEL

***-- Sunday's HOGS GONE WILD Runs Big Numbers,
Monday's AMERICAN CHOPPER Continues Full Throttle Performance --***

(Silver Spring, Md.) – The 10PM premiere telecast of **HOGS GONE WILD**, "A Feral Fight," earned a 1.22 HH / 0.91 P25-54 AA%, making it the #2 primetime non-fiction (8P-11P) cable program among M25-54 delivery. The premiere telecast of **HOGS GONE WILD** posted double-digit gains in ALL key demos, compared to the year-ago time slot (1Q10, SUN 10PM), delivering 1.77 million people (P2+).

Driven by the premiere telecast of **HOGS GONE WILD** and encores of **GOLD RUSH: ALASKA**, Discovery Channel was the #3 ad-supported cable network for delivery among M25-54 and M18-49. It was #5 among P25-54.

Discovery's ratings roll continued Monday with the 9PM premiere telecast of **AMERICAN CHOPPER: SENIOR VS. JUNIOR**, "Lee Returns," earning a 1.90 HH / 1.52 P25-54 AA%, and making it the #5 primetime (8P-11P) cable program among M25-54/M18-49 delivery. **AMERICAN CHOPPER: SENIOR VS. JUNIOR** delivered 2.65 million people (P2+).

Driven by the premiere telecast of **AMERICAN CHOPPER: SENIOR VS. JUNIOR**, Discovery was the #3 ad-supported cable network for delivery among M25-54, #4 among M18-49 and #5 among P25-54/P18-49.

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

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