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**DISCOVERY COMMUNICATIONS NAMES RICK HOLZMAN  
EXECUTIVE VICE PRESIDENT OF PROGRAMMING AND STRATEGY  
FOR ANIMAL PLANET AND SCIENCE CHANNEL**

(New York, New York, September 6, 2013) – Discovery Communications today announced the promotion of Rick Holzman to executive vice president of programming and strategy for Animal Planet and Science Channel. He will continue to report to Marjorie Kaplan, group president of Animal Planet, Science and Velocity while also working closely with Debbie Myers, general manager and executive vice president of Science Channel. Holzman will remain based in New York.

Holzman has been with Animal Planet since November 2007, most recently as senior vice president, programming and scheduling. He has been instrumental in the network's rebrand and breakthrough growth as the network shifted to a more robust adult-entertainment destination. The network just ended its best year ever in 2012 and is on track to outpace viewership in 2013. The best-performing series in network history – **RIVER MONSTERS, WHALE WARS, FINDING BIGFOOT** and **CALL OF THE WILDMAN** – has been during his strategic tenure.

Holzman will now work closely with Myers and the Science team on the future programming and scheduling strategy for the network, which also experienced its best year ever in 2012. The network broke ratings records on the strength of hit franchises, including the Emmy Award-nominated **THROUGH THE WORMHOLE WITH MORGAN FREEMAN**, Ricky Gervais' **AN IDIOT ABROAD, ODDITIES, HOW IT'S MADE**, and specials **FIREFLY 10<sup>TH</sup> ANNIVERSARY SPECIAL: BROWNCOATS UNITE** and **PUNKIN CHUNKIN**. Through 2Q13, Science Channel has recorded 18 consecutive quarters of year-over-year ratings growth. The first quarter of 2013 marked Science Channel's best quarter ever on a delivery basis for P25-54 viewers.

“Rick is a very talented strategist and a strong advisor and will be a great addition to our Science Channel team,” says Myers. “His experience in growing the Animal Planet business will be a great benefit to us as we continue to expand our unique brand, business and programming at Science Channel.”

“This is terrific for Animal Planet, for Science Channel and for Rick,” adds Kaplan. “Rick has been a key strategic partner to me for the past five years in helping to transform the Animal Planet business. Now, having him integral to the exciting things happening at Science Channel is great for all of us. His instincts and deep television knowledge will be a terrific asset for Science just as they have been for Animal Planet.”

Prior to joining Animal Planet, Holzman was a key executive with Discovery Channel, part of the team that launched the iconic DEADLIEST CATCH, DIRTY JOBS and I SHOULDN'T BE ALIVE. Before joining Discovery, he worked at Universal Television Group as senior vice president in the Strategic Research division working with USA Network, Sci Fi Channel and Trio. as well as having 10 years in traditional TV and Interactive Media Content, Strategy, and Consumer Research roles at MTV Networks. Holzman began his career at Leo Burnett Company, where he oversaw media planning and buying for the Procter and Gamble account.

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 97 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; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.

Science Channel, a division of Discovery Communications, Inc. (NASDAQ: DISCA, DISCB, DISCK), is home for the thought provocateur, the individual who is unafraid to ask the killer questions of “how” and “why not.” The network is a playground for those with audacious intellects and features programming willing to go beyond imagination to explore the unknown. Guided by curiosity, Science Channel looks for innovation in mysterious new worlds as well as in its own backyard. Science Channel and the Science Channel HD simulcast reach more than 76 million U.S. households. The network also features high-traffic online and social media destinations, including ScienceChannel.com, facebook.com/Science Channel and twitter.com/Science Channel.

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