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ANIMAL PLANET AND 3NET TO SIMULCAST HIT SERIES
“RIVER MONSTERS” ON APRIL 8

-- Jeremy Wade Fans to Get Double/Triple Dose in 2D and 3D --

(New York, New York, March 12, 2012) – Animal Planet and 3net have announced that the second episode in the fourth season of **RIVER MONSTERS** – titled “Pack of Teeth” – have a dual premiere on each network on **Sunday, April 8, at 10 PM (ET/PT)**, giving fans of Animal Planet’s best-performing series ever a unique, sensory experience. 3net premieres a special 3D version of the episode with seven additional minutes of content. It’s the first simulcast between the two networks.

RIVER MONSTERS “Pack of Teeth” takes extreme angler Jeremy Wade to Southern Africa, where there are rumors of a terrifying river monster lurking in the eerie waters of the Okavango Delta. Witnesses say the fish have shark-like teeth and hunt in frenzied packs on schools of fish – and maybe even on human bodies. It sounds mysteriously like the work of giant piranhas, but there’s nothing like that there. Or is there? Jeremy Wade sets out to uncover the truth. **RIVER MONSTERS** airs regularly on Sundays at 10 PM (ET/PT) on Animal Planet.

“**RIVER MONSTERS** has viewers on the edge of their seats on Animal Planet, and just wait until they see it in 3D,” says Marjorie Kaplan, president and general manager, Animal Planet. “We’re delighted to partner with 3net on this simulcast and can’t wait for Jeremy Wade to have **RIVER MONSTERS** diving into living rooms.”

“Bringing a high-quality ratings hit like Animal Planet’s **RIVER MONSTERS** to 3net audiences in immersive, native 3D for the first time ever underscores our ongoing commitment to deliver the most unique and compelling content possible,” said Tom Cosgrove, president & CEO, 3net. “The series is a perfect fit for 3D and the kind of ‘eyes wide open’ experience our viewers have come to expect.”

RIVER MONSTERS remains Animal Planet’s top-performing series ever among all demos, with season three episodes delivering more than 1.5M P2+ viewers.

RIVER MONSTERS is a production of Icon Films for Animal Planet. Harry and Laura Marshall are the executive producers for Icon Films, and Lisa Lucas 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 96 million homes in the US; online assets 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.

3net, the joint venture of Sony Corporation, Discovery Communications and IMAX Corporation brings together three of the world's leading media, technology and entertainment companies to provide the nation's first and only fully programmed, 24/7 3D network and production studio. The three partners deliver an extraordinary collection of award-winning 3D content, technology and production expertise, television distribution and operational strength to the project, with a mission to bring viewers the highest quality and most immersive in-home 3D viewing programming possible. The channel features the most extensive library of 3D content in the world, including genres that are most appealing in 3D, including natural history, documentary, action/adventure, travel, history, kids and family, hyper-reality, lifestyle and cuisine, concerts, movies, scripted series and more. 3net is currently available on DIRECTV channel 107. For more information, please visit www.3net.com.

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