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CONTACT: Andrew Scafetta: 240-662-6063
Andrew_Scafetta@discovery.com

**VELOCITY'S SEMA: BATTLE OF THE BUILDERS BRINGS VIEWERS INSIDE
THE INTENSE COMPETITION FOR THE TITLE OF
AUTOMOTIVE BUILDER OF THE YEAR**

--SEMA: BATTLE OF THE BUILDERS World Premieres Sunday, March 8 at 8 PM ET/PT--

(Silver Spring, Md.) – Velocity is exclusively taking viewers inside the search for America's top automotive builder in **SEMA: BATTLE OF THE BUILDERS**, world premiering **Sunday, March 8 at 8 PM ET/PT**. The one-hour special chronicles the landmark competition held at the 2014 SEMA Show where more than 100 car builders from across the country entered their incredible, innovative creations in the hopes of winning bragging rights and the title of America's finest automotive builder.

*Preview **BATTLE OF THE BUILDERS**: <https://discovery.box.com/SEMABattleoftheBuilders>
Password: SEMA2014*

Hosted by Adrienne Janic of Velocity's **OVERHAULIN'** and Chris Kersting, President and CEO of SEMA, **BATTLE OF THE BUILDERS** follows three expert judges (David, Freiburger, Editor-in-Chief of *Hot Rod Magazine*; Sam Du, Editor-in-Chief of *Super Street Magazine*; and Fred Williams, Brand Manager of *Peterson's 4Wheel & Off Road*) as they narrow the field from more than 100 entries – spanning several automotive categories – to just 10 semi-finalists. The judges then comb the one million square feet of SEMA Show floor to personally inspect the jaw dropping, show stopping semifinalists' builds.

Each of the 10 cars are then put on display for the general public at the dazzling LINQ Resort in Las Vegas during SEMA Ignited, SEMA's official after show party. There Freiburger, Du and Williams identify the three finalists before naming the top car builder in America.

SEMA: BATTLE OF THE BUILDERS features the cutting-edge work of world-class car builders Troy Ladd, Gordon Aram, the Ring Brothers, Steve Strobe, Bobby Alloway, Bisi Ezerioha, Dale Dondel, Jeff Kinsey, Rick Dore and Larry McRae.

SEMA: BATTLE OF THE BUILDERS is produced for Velocity by Brentwood Communications, Intl. For Velocity, David Lee is director of production and Robert Scanlon is general manager. For Brentwood Communications, Intl., Bud Brutsman, Mark Teague and Adam Means are executive producers.

About Velocity

Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the only upscale men's cable network that focuses on thrilling automotive for its viewers. Velocity programming is diverse, intelligent and engaging; capturing the best of the human experience as told by the top experts in the field. Formerly HD Theater, the fully HD network is available in 61 million homes. For more information on Velocity, please visit Velocity.com, on Facebook at facebook.com/VelocityTV or on Twitter @Velocity.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching nearly 3 billion cumulative subscribers in more than 220 countries and territories. For 30 years Discovery has been dedicated to satisfying curiosity and entertaining viewers with high-quality content through its global television brands, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery and Science, as well as U.S. joint venture network OWN: Oprah Winfrey Network. Discovery controls Eurosport, the leading pan-regional sports entertainment destination across Europe, Asia Pacific, the Middle East and Africa. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education, and a digital leader with a diversified online portfolio, including Discovery Digital Networks. For more information, please visit www.discoverycommunications.com.

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