



VELOCITY

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**VELOCITY RIDES INTO SEMA 2014 WITH AN ENHANCED LIVE FAN EXPERIENCE
AND A SPECIAL SCREENING OF FAN FAVORITE *OVERHAULIN'***

-- *Ray Evernham, Chip Foose, Chris Jacobs, Discovery Channel's Richard Rawlings and Aaron Kaufman, Mike Brewer, Edd China, Dave Kindig, Wayne Carini and More Scheduled to Appear at VELOCITY LIVE* --

#VelocityLive

(Silver Spring, Md.) – Today, Velocity announced that the network is returning to the [Specialty Equipment Market Association \(SEMA\) Show](#) in Las Vegas with an enhanced, more immersive experience for automotive enthusiasts than ever before. Back by popular demand, Velocity is expanding its definitive event, **VELOCITY LIVE** on *Thursday, November 6 at Noon*, to 90 minutes for car super fans. The live show will feature exclusive surprises and never-before-seen footage with the chance for attendees to interact with the biggest automotive celebrities in the world. In addition, Velocity is inviting fans to a special, celebratory sneak preview screening of the 100th build of television's longest running automotive restoration series **OVERHAULIN'** on *Wednesday, November 5 at 5:30 PM PT*.

Tickets to both events are free and available only to those with a SEMA badge. Get your tickets for **VELOCITY LIVE** by visiting velocitylive2014.eventbrite.com, and for the **OVERHAULIN'** screening by visiting overhaulinscreening.eventbrite.com.

“We’re once again poised to bring our brand to life in an incredible experiential way with our visionary partners at SEMA,” said Bob Scanlon, General Manager of Velocity. “This is a unique event where likeminded, passionate car people and advertisers alike can directly interact with the Velocity brand. In **VELOCITY LIVE** we’re going to give fans a great show worthy of the allure, bright lights and fun of Vegas.”

Last year a standing room only crowd of more than 1,200 SEMA attendees delighted in interacting with their favorite automotive experts during the first annual **VELOCITY LIVE** event. In 2014, the ultimate experience for car fans expands to 90 minutes and a larger venue. Hosted by Chris Jacobs of **OVERHAULIN'**, **VELOCITY LIVE** will now take place in the Westgate Resort & Casino Showroom (formerly the LVH – Las Vegas Hotel) in Las Vegas on *Thursday, November 6 at 12 PM (Noon) PT*. **VELOCITY LIVE** will utilize a late-night talk show format featuring an exclusive, not to be missed car reveal, never-before-seen clips from Velocity and several celebrities including:

- Renowned car design expert Chip Foose of **OVERHAULIN'**
- Ray Evernham, NASCAR icon and host of **AMERICARNA**
- Motor mastermind Richard Rawlings and mechanical prodigy Aaron Kaufman of Discovery's hit series **FAST N' LOUD**
- **WHEELER DEALERS** expert car dealer Mike Brewer and leading auto mechanic Edd China
- Renowned collector car archeologist Wayne Carini from **CHASING CLASSIC CARS**
- Master car designer Dave Kindig of Velocity's new hit series **BITCHIN' RIDES**
- And other special surprise guests

Velocity is also providing SEMA attendees with another exciting event. On *Wednesday, November 5 at 5:30 PM PT* in the Westgate Resort & Casino Showroom, the network sneak previews the 100th build episode of **OVERHAULIN'** prior to its world premiering later this November on Velocity. Hosted by Chip Foose, Chris Jacobs and Arianny Celeste, **OVERHAULIN'** is television's longest running automotive restoration show that executes incredible car makeovers for deserving owners and reinforces the strong emotional connection between man and machine.

About SEMA Show

The SEMA Show is the premier automotive specialty products trade event in the world. It draws the industry's brightest minds and hottest products to one place, the Las Vegas Convention Center. In addition, the SEMA Show provides attendees with educational seminars, product demonstrations, special events, networking opportunities and more. SEMA Show 2013 drew more than 60,000 domestic and international buyers. The displays are segmented into 12 sections, and a New Products Showcase featured nearly 2,000 newly introduced parts, tools and components. In addition, the SEMA Show provides attendees with educational seminars, product demonstrations, special events, networking opportunities and more. SEMA Show 2014 takes place November 4 - November 7, 2014, at the Las Vegas Convention Center.

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 58 million homes. For more

information on Velocity, please visit Velocity.tv, on Facebook at facebook.com/VelocityTV or on Twitter @VelocityTV.

About Discovery Communications, Inc.

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching 2.7 billion cumulative subscribers in more than 220 countries and territories. Discovery is dedicated to satisfying curiosity, engaging and entertaining viewers with high-quality content on worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery and Science, as well as U.S. joint venture network OWN: Oprah Winfrey Network. Discovery also controls Eurosport International, a premier sports entertainment group, including six pay-TV network brands across Europe and Asia. 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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