



SUGAR AND SPICE RATE NICE ON TLC

Premieres of "DC Cupcakes" and "Strange Sex" Watched By More Than One Million Viewers; Rank in Top Ten

Debut of TLC's *DC Cupcakes* (Fri, July 16, 10 and 10:30 p.m. ET/PT) both delivered 1.1M total viewers (P2+), ranking in the top 10 among all ad-supported cable in W18-34, beating the CW for the hour in all key Women demos: W25-54 (375k), W18-49 (417k), W18-34(249k).

Premiere of the buzz-worthy *Strange Sex* (Sun, July 18, 10 and 10:30 p.m. ET/PT) was watched by an average of 1.3M P2+, and ranked in the top 10 among all ad-supported cable (excluding sports and movies) in P18-34 (369k), and all key MALE demos at 10 p.m.: M25-54 (371k), M18-49 (364k), M18-34 (160k) outperforming Spike TV.

TLC's summer of premieres, dubbed TLC Summer, are experiencing 1.2M P2+ or more, including *Kate Plus 8: 6th Birthday Surprise* (3.4M P2+), *Cake Boss* (1.9M) and *The Little Couple* (1.3M). TLC Summer continues with all new episodes of *LA Ink* on Wed, Aug, 11 at 10 p.m. ET/PT and *American Chopper* on Thursday, Aug, 12 at 9 p.m. ET/PT.

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About TLC

TLC's innovative docu-series and reality-based programming include favorites *Jon & Kate Plus 8*, *Little People*, *Big World*, *What Not to Wear*, *19 Kids and Counting*, *Say Yes to the Dress*, and *LA Ink*. TLC added to its menu of programming with *Cake Boss*, and continues to expand into the food genre. TLC's daytime lineup includes the Emmy Award-winning *A Baby Story*. The channel is available in more than 98 million homes in the US, nearly 8 million homes in Canada and through the website at www.tlc.com. TLC is part of Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries.