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SHARK WEEK KICKS OFF WITH STELLAR RATINGS SUNDAY NIGHT

— *Discovery Channel #1 Cable Network for the Night in Key Demos* —

— *More than 11 Million Viewers* Tuned in to the 24th Annual SHARK WEEK Premieres* —

(Silver Spring, Md.) – Discovery Channel’s **SHARK WEEK** debuts with the highest Sunday night premiere delivery ever for a **SHARK WEEK** among, P/W18-34 (1.18M and 657K, respectively) and the highest premiere rating ever for a **SHARK WEEK** kick-off night among, W18-34 (2.25 AA%). Discovery Channel was the #1 network in all of television during primetime Sunday night for **SHARK WEEK’s** premiere among P18-34 and #1 primetime (8P-11P) cable network for P/M/W18-49 and P/M/W18-34 ratings and delivery (#2 for P/M25-54, and #3 for W25-54, P/M2+, and P18+).

SHARK WEEK’S premiere program, **GREAT WHITE INVASION**, airing Sunday, July 31 at 9PM ET/PT, averaged 2.01 HH / 1.60 P25-54 AA% was the night's #3 primetime cable program for M25-54, P18-49, and M2+ delivery (#2 among P/M18-34). The one-hour special delivered more than 3.3 million viewers (P2+) Sunday night. **JAWS COMES HOME** which aired on Sunday at 10PM ET/PT averaged a 1.98 HH / 1.60 P25-54 rating, was Sunday's #1 primetime cable program for P18-49 and P/M18-34 ratings and delivery (#2 among M18-49, #3 among W18-49) and was watched by more than 3 million people (P2+).

SHARK WEEK also took a bite out of social media, generating over 300,000 related tweets on Sunday and nabbing the first through third place rankings on Trendrr's social TV charts - besting all cable and broadcast competitors. Additionally, **GREAT WHITE INVASION**, Discovery Channel and **AIR JAWS** all trended on Twitter during the evening, and fans checked into **SHARK WEEK** and the premiere specials in record numbers for Discovery on GetGlue. Fans can connect with **SHARK WEEK** year-round at [facebook.com/sharkweek](https://www.facebook.com/sharkweek) and on Twitter via [@SharkWeek](https://twitter.com/SharkWeek) and [#sharkweek](https://twitter.com/sharkweek).

SHARK WEEK, celebrating its 24th anniversary this year, is cable’s longest-running programming event. Tonight viewers can tune in to **KILLER SHARKS** at 9PM ET/PT and find out what really happened in December 1957 on the tourist beaches in South Africa where a rash of unspeakable ocean attacks occurred and how it changed human/shark relations forever. On Wednesday night, follow Dave and Cody of **DUAL SURVIVAL** as they examine sharks’ unique ferocity and the specialized methods of killing that make these animals the perfect predators in **HOW SHARKS HUNT** at 9PM ET/PT.

Source: NHI L+SD AA% and (000). *L+SD P2+, 1min qualifier, 9-11p.

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