



**THIRD DAY'S "FOLLOW ME THERE" SELECTED AS THEME SONG FOR  
TLC'S "SARAH PALIN'S ALASKA"**

**TLC and Sony Music Entertainment Partner for Cross-Promotion**

(Los Angeles, CA) November 12, 2010 – TLC and Provident Label Group today confirmed that the song “Follow Me There,” from multi-platinum rock band THIRD DAY, has been selected as theme music inside the new docu-series SARAH PALIN’S ALASKA. In addition, TLC and Sony Music Entertainment’s Provident Label Group have partnered to cross-promote both brands during the series run.

Premiering Sunday, November 14, 2010 at 9/8c on TLC, SARAH PALIN’S ALASKA takes viewers into the country’s ‘last frontier’ through the eyes of one of its most famous citizens – Sarah Palin. In each episode, family members join Sarah as she shares the state she knows and loves - from salmon fishing in Bristol Bay to hiking along one of our country's most breathtaking glaciers. Along with Alaska's great wilderness, the Palins encounter Alaska's fascinating residents and share what it takes to thrive in the country’s largest state. The 8-part television event is produced by Mark Burnett (Survivor, Apprentice, Are You Smarter Than A Fifth Grader?)

Tai Anderson, Third Day bass player, shares, “We’re honored to have our song chosen for this exciting new show on TLC. It showcases an incredibly beautiful state through the eyes an intriguing family. We’ve played several shows in Alaska and look forward to performing there in months to come.”

“The minute I heard ‘Follow Me There,’ I loved it and knew it was the only song I wanted for the main title for this series,” said Executive Producer Mark Burnett. “I hope this song goes on to win Third Day another Grammy and inspires millions of Americans.”

“‘Follow Me There’ is a wonderful invitation to viewers to join our exciting 8 week television journey with Sarah and her family,” added Tom Carr, SVP Marketing, TLC. “With such terrific crossover between Third Day and TLC fans, we’re excited to share the song and the show across our respective marketing platforms.”

TLC and Provident Label Group have partnered to cross promote the series to Third Day fans and the group to TLC viewers. TLC is providing on-air exposure in-show, inclusion in the network’s e-newsletter, and on-site branding during eight major market pre-premiere screenings, and more. In exchange, Third Day is featuring footage during its four-day fan cruise, inclusion on the band’s fan site and in its e-newsletter, and branding on the band’s iTunes page, and more. Additionally, both brands will cross-promote via their respective social media platforms.

Third Day, ranked as one of the top touring bands by Pollstar, recently launched the AEG Live-sponsored "Make A Difference Tour." Nearly 80,000 fans turned out for the first few weekends of shows and over 100,000 tickets have already been sold for the 20-city arena outing, which wraps up at Crown Coliseum in Fayetteville, NC on October 30th. See below for remaining dates.

### **About TLC**

TLC's innovative docu-series and reality-based programming include favorites 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 99 million homes in the US, nearly 8 million homes in Canada and through the website at [www.tlc.com](http://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.

### **About Third Day**

Over the past decade, Third Day has racked up 27 No. 1 radio singles and sold more than seven million albums, receiving two RIAA Platinum and eight Gold certifications. The band has won four GRAMMY awards, an American Music Award, 24 GMA Dove Awards and multiple ASCAP honors. The band has appeared on "The Tonight Show with Jay Leno," "The Late Late Show with Craig Ferguson," "60 Minutes" and "Nightline" and been featured in The New York Times, USA Today and on the cover of Billboard, which called Third Day "one of the best rock bands." For additional information about Third Day please visit [www.ThirdDay.com](http://www.ThirdDay.com) or [www.providentpress.com](http://www.providentpress.com).

###

Press contacts:

For Third Day: Jacquelyn Luttrell, (615) 261-6500, [Jacquelyn.luttrell@pmgsonymusic.com](mailto:Jacquelyn.luttrell@pmgsonymusic.com)

For TLC: Dustin Smith, (310) 975-1640, [dustin\\_smith@discovery.com](mailto:dustin_smith@discovery.com)