



FOR IMMEDIATE RELEASE
August 21, 2012

Tahli Kouperstein, 240-662-2221
Tahli_Kouperstein@discovery.com

ANIMAL PLANET ROARS ABOUT STELLAR SATURDAY NIGHT RATINGS

**– On Saturday, August 18, Network Achieves its Best Nightly Performance Since 2004 –
– TANKED and MY CAT FROM HELL Helps Animal Planet Rank #1 and #2 in Nonfiction Cable
Among P25-54 –**

(Silver Spring, MD) – Animal Planet’s Saturday prime sprung to new heights with its highest nightly performance since 2004 with 559K P25-54 viewers. The night also drew 1.1 million P2+ viewers.

This Saturday, Animal Planet hit series highs for **TANKED**, which helped the network rank as #1 nonfiction cable network at 9 PM, and for **MY CAT FROM HELL**, which helped the network rank as #2 nonfiction cable network at 8 PM, among P25-54. The **TANKED** premiere delivered a record high 1.2 million viewers and set a new high across major demos, including P25-54 (674K) and M25-54 (340K). The 8 PM premiere of **MY CAT FROM HELL** also reached new heights, earning the best ratings to date with both and P25-54 (513K) and W25-54 (322K).

TANKED dunks viewers into the aquariums made by Acrylic Tank Manufacturing (ATM), the world’s leading manufacturer of aquariums. ATM is a family-owned business led by brothers-in-law Brett Raymer and Wayne King who are both long-time friends and fierce rivals, and **TANKED** shows the drama and near impossibility of their mission – to create enormously conceptual aquariums for high-profile clients. **TANKED** is produced for Animal Planet by Nancy Glass Productions. Nancy Glass, Eric Neuhaus and Dean Slotar are the executive producers for Nancy Glass Productions, and Melinda Toporoff is the executive producer for Animal Planet. **TANKED** was developed by Animal Planet’s Senior Vice President of Development Charlie Foley.

Cat behaviorist Jackson Galaxy tackles the most catastrophic cat cases anyone has ever encountered in **MY CAT FROM HELL**. Armed with 15 years of experience, a proven training program and his signature guitar case filled with cat toys, Galaxy is on a mission to help cat owners find the source of conflict with their furry friends. Whether it’s the cat or the owners behaving badly, leave it to Galaxy to save the day! **MY CAT FROM HELL** is produced for Animal Planet by 3 Ball Productions/Eyeworks USA. Melinda Toporoff is the executive producer for Animal Planet. JD Roth, Todd A. Nelson and Adam Kaloustian are executive producers for 3 Ball.

Animal Planet Media (APM), a multi-media business unit of Discovery Communications, is the world’s only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. APM consists of the Animal Planet television network, available in more than 96 million homes in the US; online assets www.animalplanet.com, the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; Petfinder.com, the #1 pet-related Web property globally that facilitates pet adoption; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.