



NEWS RELEASE

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DISCOVERY BUILDS ON MOST SOCIAL ‘SHARK WEEK’ EVER WITH UNPRECEDENTED DIGITAL & SOCIAL ENHANCEMENTS

– Network to Infuse Live Fan Tweets in 20 Hours of Primetime Programming, Host First-Ever Shark-Filled Underwater Google+ Hangout –

Silver Spring, Md. – **SHARK WEEK** is a cornerstone of the summer experience, and audiences are already clamoring for what will be the most fin-tastic event yet – with 11 all-new specials and the first-ever late night live **SHARK WEEK** talk show, *Shark After Dark*, beginning on Sunday, August 4. **SHARK WEEK** also is a digital and social media megalodon, and Discovery viewers will not be disappointed by the opportunities to join the party this year.

Supporters already are rallying behind [Snuffy the Seal](#) after watching him meet his untimely passing at the jaws of a great white, while also following [@SnuffyTheSeal](#) on Twitter and joining the [“Save Snuffy” movement on Facebook](#). Snuffy has been an icon for fans, but they are able to dive deeper with a full lineup of digital and social experiences, including:

- **Live, On-Air Twitter Frenzy:** After an unprecedented 10 hours of Twitter-infused programming featuring live fan Tweets in 2012, Discovery is doubling the #SharkWeek love on the big screen live, on-air social integration from 8pm to 12am ET for five nights beginning on Sunday, August 4.
- **Shark Week Google+ Hangout:** Hangouts have been held from space, so why not from the bottom of an exhibit teaming with blacktip reef sharks? Discovery and [National Aquarium](#) will host the event on August 4 at 11pm ET with the help of iJustine, Aquarium experts and *Shark After Dark* host Josh Wolf. One lucky fin-atic from fans that submit questions using the #SharkWeekHangout hashtag on Google+, Twitter and Facebook will be selected to help host the Hangout. The event will be open to SHARK WEEK lovers around the world on the [Discovery Channel](#) and [National Aquarium](#) Google+ pages, the [Discovery Channel account on YouTube](#) and at [SharkWeek.com](#).
- **Shark Cam:** SHARK WEEK also heralds the return of *Shark Cam*, and Discovery has partnered with National Aquarium to feature the inhabitants of its new Blacktip Reef exhibit in Baltimore. Beginning today, fin fans can get 24-7 access to the underwater world of dozens of sharks and one 500+ pound sea turtle, Calypso. Available at [SharkWeek.com/SharkCam](#), Aquarium experts will host informative online chats during SHARK WEEK.

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- ***Shark Week Plus:*** Fans can download the [Discovery Channel HD App for iPad](#) and add ***Shark Week Plus*** to their **SHARK WEEK** living room experience. The simultaneous viewing app provides audio-synched extras for premieres during SHARK WEEK, featuring behind-the-scenes factoids, photos, quizzes, social conversation and more.
- ***Ultimate Sharks App for iPad:*** Swim with the sharks through interactives, HD videos and high-resolution photography with the [Ultimate Sharks Free app for iPad available on iTunes](#).
- ***Great White Triangle:*** Follow underwater cameraman Andy Casagrande in this special webisode as he tests out the Pelagic Explorer, a state-of-the-art mobile shark cage that allows divers to swim safely among great whites and learn more about the often misunderstood creatures.
- ***Subaquatic Road Trip:*** In addition to diving into *Shark Cam*, viewers can take a virtual dive with a 360-degree view of Luke Tipple's underwater journey in the all-new VW Beetle Shark Cage.
- ***Shark Finder:*** Want to know where your finned friends are? Discovery's worldwide interactive map at SharkWeek.com allows visitors to track 20 sharks across three different species in real time and learn more about their life in the big blue. Shark Finder also will be a source for daily shark news from around the world.
- ***Shark Week GetGlue Stickers:*** Viewers can [check into SHARK WEEK](#) on Get Glue beginning today and individual shows all week long to earn custom stickers and show their fin-dom.

“**SHARK WEEK** is the best week of the year, and we are proud to bring viewers the most robust lineup of digital and social opportunities to enhance the jawsome TV premieres and to engage with Discovery, fellow fans and, of course, Snuffy,” said Guhan Selvaretnam, Senior Vice President of Digital Media at Discovery Communications. “With experiences for all types of fans, there is every reason to dive in across all screens with **SHARK WEEK**.”

Volkswagen of America (VWoA) is the presenting sponsor of SHARK WEEK and its partnership with Discovery extends to digital and social, including *Shark Week Plus* and *Subaquatic Road Trip*. Viewers can get much more at [SharkWeek.com](#), including videos, games and shark facts, and can follow [@SharkWeek](#) on Twitter and [join fellow fans on Facebook](#). Fans can also visit the [Revision3 SHARK WEEK hub](#) to find a slew of fin-spined content from the Internet's top talent.

Discovery's **SHARK WEEK** is television's longest-running, must-see summer TV event and will celebrate its 26th anniversary beginning Sunday, August 4 at 9pm ET/PT.

About Discovery Channel

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.8 million U.S. homes, can be seen in 210 countries and territories, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit [www.discovery.com](#).

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than two billion cumulative subscribers in 223 countries and territories. Discovery is dedicated to satisfying curiosity through 162 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as U.S. joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Across the Nordic region, Discovery owns and operates SBS Discovery Media, a top-three portfolio of 20 television brands that feature leading nonfiction content, as well as locally produced entertainment programs, sports and the best scripted series and movies from major studios. Discovery also is the leading provider of educational products and services to schools, including an award-winning series of digital textbooks, and owns and operates a diversified portfolio of digital media services, including Revision3. For more information, please visit www.discoverycommunications.com.

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