



FOR IMMEDIATE RELEASE

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SIX NEW WAYS TO CELEBRATE SHARK WEEK 2014

The King Of Summer since '87, SHARK WEEK is back and so is the list of impressive marketing partners for television's longest running must-see summer TV event, returning to Discovery Channel on Sunday, August 10 8PM ET/PT.

Building upon last year's 11 shark-filled specials, a whopping 13 hours of new SHARK WEEK programming coupled with the live late-night talk show SHARK AFTER DARK will air beginning August 10. Pair this with some amazing new marketing partnerships and summer's biggest week just got a whole lot bigger. Fans will have more jaw-some ways to experience SHARK WEEK than ever before.

Southwest Airlines and SHARK WEEK are teaming up to take a bite out of summer! The latest big name brand to jump on board the SHARK WEEK hype, customers should watch for sharks as they board their flights this summer. Discovery and [Southwest](#) team up to bring exclusive Shark Week content onboard Southwest Wi-Fi-equipped aircrafts via free live television in the sky! Beginning July 14, Discovery gives Southwest customers a first look at the excitement of Shark Week 2014.

And if sharks on board your flight aren't enough, Discovery and Southwest want to send you swimming with real sharks, so head to Southwest.com/SharkWeek for more information on how you can enter for a chance to win a vacation to see these incredible creatures up close and personal!

With summer in full swing as millions head to the beach, it's easy to forget how essential our oceans—and sharks—really are. In an effort to help shed light on the important role that sharks play in maintaining a healthy ocean and planet, **LUSH Fresh Handmade Cosmetics** has partnered up with SHARK WEEK, to launch the limited edition Shark Fin Soap, which will be in 200+ stores across the U.S. and Canada as well as online on lushusa.com and lush.ca from July 30th through August 16th. Made from vegan, cruelty-free ingredients including skin-softening seaweed, cleansing sea salt, lime and lavender, LUSH's Shark Fin Soap (\$5.95) was created especially to promote shark conservation efforts in partnership with Discovery. With every purchase of Shark Fin Soap, LUSH will give 100 percent of the sale price to United Conservationists to support their FinFree™ movement.

Cold Stone Creamery® celebrates SHARK WEEK again this year with two exclusive products: the popular "Shark Week Frenzy" creation is back along with a brand new menu item "The Great Blue Cupcake" ice cream cupcakes, available throughout the summer until August 19. Dive in and devour these delicious SHARK WEEK treats in any of the over 1,200 stores across the United States.

Great Clips is the world's largest salon brand with more than 3,600 salons in both the U.S. and Canada. The SHARK WEEK partnership is back for year two and includes salon takeovers with in-salon co-branded signage and SHARK WEEK branding on the Great Clips #5 NASCAR race car that was featured in the July 13th NASCAR Sprint Cup race at New Hampshire Motor Speedway. On top of all this, we'll be working together to inspire fans to give back; with every Great Clips App download between July 1st and August 16th, Great Clips will donate \$1 to Oceana's shark conservation efforts.

Discovery marketing continues its partnership with **Oceana**, the largest international conservation group working solely to protect the world's oceans. The organization utilizes science-based campaigns to win concrete policy victories aimed at stopping overfishing, controlling bycatch and protecting essential marine habitats. Since its formation in 2001, Oceana has protected over 1.2 million square miles of ocean, saved innumerable animals including sea turtles and dolphins.

Georgetown Cupcake has come back with another round of custom SHARK WEEK cupcakes that will be available at DiscoveryStore.com and in all Georgetown Cupcake locations across the U.S. during SHARK WEEK. Georgetown Cupcake was co-founded in 2008 by sisters Katherine Kallinis Berman and Sophie Kallinis LaMontagne in Washington, D.C. They have since opened stores in New York, Los Angeles, Boston and Bethesda, MD.

For more information on Discovery Channel's SHARK WEEK marketing partnerships, please visit sharkweek.com/partners

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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