



FOR IMMEDIATE RELEASE: November 16, 2011

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**TLC TAKES OFF WITH NEW SERIES ABOUT MODERN AIR TRAVEL
Viewers Have Premium Access to Southwest Airlines**

Los Angeles, CA – This week, TLC starts production on a new series that takes viewers behind the scenes of the modern air travel experience, sharing the large-scale operations and personal customer stories at Southwest Airlines. The network has ordered 13 half hour episodes, which are being produced by ITV Studios America. A title and premiere date have not been set.

With 100 million passengers a year, Southwest is one of the country's largest and busiest airlines. TLC has unprecedented access, going beyond the gate to reveal what it takes to transport its customers in an era that finds flying seemingly more complicated than ever before. The series will also join customers as they prepare to travel for milestone moments - sharing the story behind their journeys and the people they cross paths with during the trip.

“Air travel has become incredibly accessible, and as a result, millions of travelers navigate the challenges of the airport, especially during the upcoming holiday season,” said Amy Winter, GM, TLC. “Southwest is a beloved brand, and their customers and employees will reveal the passion, commitment, and fantastic payoff of 'getting there' that helps keep us all flying.”

Production begins this weekend at Baltimore Washington International Airport and Denver International Airport. Additional airports will be added in the coming weeks.

About TLC

TLC is a global brand that celebrates extraordinary people and relatable life moments through innovative nonfiction programming. A top 10 cable network for women, TLC has built successful franchises around the Cake Boss and Say Yes to the Dress brands. In the first half of 2011, TLC had 23 series averaging 1.0 million viewers or more including Extreme Couponing, Sister Wives, 19 Kids and Counting, What Not To Wear, and NY Ink.

TLC is available in more than 99 million homes in the US and 75 million households in 34 countries internationally. A destination online, TLC.com offers in-depth fan sites, exclusive video content, and original editorial covering style, home, food, and more. Fans can also interact with TLC via On Demand services, on mobile platforms, including an iPhone App, and through social media such as Facebook or @TLC on Twitter. 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 210 countries and territories.