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EXTREME PET TRAINER ZAK GEORGE TAKES TRICKS
TO A WHOLE NEW LEVEL IN ANIMAL PLANET'S NEW FALL SERIES –
SUPERFETCH

*-- "Man's Best Friend" Takes On a Whole New Meaning
As Series Explores the Dynamic Human/Animal Bond --*

SILVER SPRING, MD – Too busy to make the bed in the morning? Need some help getting a date? Are you looking for a tandem bike-riding buddy? Don't worry, with the help of pet trainer and YouTube sensation Zak George, your pet's got you covered! Zak believes he can teach *anyone* how to teach *any pet* how to perform *any trick*, and he will do just that on Animal Planet's new series **SUPERFETCH**. Filmed in South Florida and in the Boston metro area, **SUPERFETCH** follows Zak as he works with pet parents and shows them how to transform their ordinary pet into a trick-doing stunt jockey and in the process strengthens the bond they have with their beloved companion. **SUPERFETCH** kicks off an all-new pet programming line-up on Animal Planet **Saturday, October 3, at 8 PM (ET/PT)**.

"**SUPERFETCH** is a different type of training show because these pets don't need to be "fixed"; they are perfect just as they are," says Marjorie Kaplan, general manager and president of Animal Planet Media. "Zak takes their energy and love of play and uses it to his advantage to teach them and their parents tricks that are often amusing, surprising and, frankly, just awesome."

In **SUPERFETCH**, Zak will show pet parents step by step how to teach their animals new and unbelievable tricks. From finding the TV remote to picking up the dinner dishes to learning how to bowl, there is nothing that Zak isn't willing to take on and teach a pet to do. Basic training is essential for an animal to accomplish these incredible tricks. So people who aren't looking for their pets to help take out the trash or be their video game playing partner will find tips they can apply to their lives too. Central to Zak's training philosophy is that the process must be totally enjoyable for the animal as well as enrich the bond between people and their

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pets. By finding out what “currency” motivates a pet such as food or play, how the pet and their parent communicate and what the animal’s aptitude is for learning new skills, Zak designs a custom plan that will get each pet/parent pair to the finish line. One of the keys to success is commitment from the parent to put in the time and work with his/her pet on the specific tasks Zak assigns them for homework. Pet and parent have one shot to make it happen, and at the end of several weeks, after three visits from Zak and intensive at-home training, the duo is put to the test to see if they can pull off the big trick.

“Working with people and their pets is a true passion of mine, and I believe that animals are capable of learning anything we take the time to teach them,” says host Zak George. “My goal in **SUPERFETCH** is not only to entertain but to help pet parents on the show and watching at home learn more about their relationship with their furry family members while picking up some useful training tips along the way.”

Pet trainer Zak George grew up in Atlanta. He always has had a passion for dogs and with the help of his border collie, Venus, he’s turned that passion into an impressive career. He and Venus won five extreme dog- trick competitions in only their first year competing and have become one of the most in-demand training duos in the world. With his newfound fame and almost three million YouTube fans, Zak decided to focus his energies on helping other people train their pets to do awe-inspiring tricks. Over the past five years alone, Zak has helped more than 3,000 dog owners around the world.

SUPERFETCH is produced for Animal Planet by Powderhouse Productions. For Powderhouse Productions, Seanbaker Carter, Joel Olicker, and Tug Yourgrau are the executive producers. John Tomlin is co-executive producer for Powderhouse Productions. Melinda Toporoff is the executive producer for Animal Planet. **SUPERFETCH** was developed by Charlie Foley and Sara Helman for Animal Planet.

Timed to the world premiere of **SUPERFETCH** and the network’s all-new Saturday night pet line-up, Animal Planet and MerchSource will launch a new line of branded pet care products including pet beds, blankets, leashes, and other items to debut at national retailers such as Bed, Bath, and Beyond and JCPenney this fall. The MerchSource deal expands the network’s existing line of pet products, designed by JAKKS Pets™, that include a variety of toys modeled after animals from all across the world with interactive components such as rope pulls and squeakers. Available at PetSmart stores nationwide, Animal Planet’s pet toys are safe, durable, perfect for incorporating into training and are a great way to bond with and reward your pet.

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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 95 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.

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