



FOR IMMEDIATE RELEASE
January 9, 2014

CONTACT: Debbie Gottschalk, 240-672-1179
Deborah_Gottschalk@discovery.com

**BANDS OF BROTHERS WHO MET THEIR MOMENT WITH DESTINY
AND FOREVER CHANGED HISTORY ARE PROFILED IN *AGAINST THE ODDS*,
LAUNCH SERIES FOR AMERICAN HEROES CHANNEL (AHC)**

*-- Narrated by Rob Lowe, **AGAINST THE ODDS** Introduces American Heroes Channel on March 3 --*

(Pasadena, CA)—During game-changing moments of battle, one wrong move could ultimately cost the war, but lack of teamwork could mean dozens of lives lost in an instant. When faced with insurmountable opposition, the brave U.S. troops featured in American Heroes Channel’s (AHC) launch series **AGAINST THE ODDS**, didn’t retreat in weakness but banded together in strength and trust to meet their moment with destiny. Narrated by actor Rob Lowe, **AGAINST THE ODDS** introduces real-life bands of brothers who exhibited unparalleled bravery, solidarity and endurance on the battlefield to come out on top in a fight against impossible odds. Reliving battles from WWII, Korea, Vietnam, and Iraq, these are true stories of the harsh realities of war, as told by the veterans who survived to tell. With brotherhoods so strong they turned perceived defeat into tremendous victory, **American Heroes Channel is proud to announce the six-part series *AGAINST THE ODDS* as its launch series, premiering Monday, March 3 at 10/9c.**

“As we broaden the scope of Military Channel and propel it to its next chapter, there is no stronger series that embodies the intersection between American history and military, as there are no greater heroes than those who have served our country,” said Kevin Bennett, General Manager, American Heroes Channel. “These are the men and women who personify American Heroes Channel, and we are honored to have **AGAINST THE ODDS** introduce our new name to our viewers.”

Each episode of **AGAINST THE ODDS** uses archival war footage and first-hand interviews to recreate pivotal moments played out from the under-the-helmet perspective of those battling on the frontlines. Hear directly from the men who stared death in the face and with the cards stacked against them, miraculously turned the tables on their enemy. Bonded by their heroic commitment to serve and protect, no matter the rival or risk at hand, these are the stories of the quintessential American heroes who watched their brothers and sisters fight, bleed and die to help protect our freedom.

-more-

2-2-2

The premiere episode of **AGAINST THE ODDS** on March 3 at 10/9c will feature the Battle of Hue City, the site of one of the Vietnam War's fiercest battles. Three understrength U.S. Marine battalions attacked and soundly defeated entrenched enemy troops, liberating Hue for South Vietnam. This episode tells the stories of the young men of Alpha, Fox, Golf and Hotel Companies who fought and recaptured Hue City.

Additional battles profiled in the six-part series include WWII's battles of Okinawa, the Bulge, and Tarawa; the Battle of Chosin Reservoir from the Korean War; and the Battle of Ramadi from the Iraq War.

AGAINST THE ODDS is produced for American Heroes Channel by 43 Films with Tracey Connor and Sammy Jackson as executive producers. For American Heroes Channel, Max Culhane is executive producer; Sara Kozak is senior vice president of production; Kevin Bennett is General Manager; and Henry Schleiff is Group President.

About American Heroes Channel

American Heroes Channel (AHC) is a network from Discovery Communications that tells timeless stories in which a challenge appears – be it a situation or a villain – and a hero arises. Currently in 62 million homes, AHC provides a rare glimpse into major events that shaped our world, visionary leaders and unexpected heroes who made a difference, and the great defenders of our freedom. American Heroes Channel is part of Discovery Communications (Nasdaq: DISCA, DISCB, DISCK), the world's #1 nonfiction media company reaching more than 2 billion cumulative subscribers in 220 countries and territories.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 2 billion cumulative subscribers in over 220 countries and territories. Discovery is dedicated to satisfying curiosity through more than 190 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 and The Hub. Across the Nordic region, Discovery owns and operates SBS Discovery Media, a top-three portfolio of 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 a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, and a digital leader with a diversified online portfolio, including Discovery Digital networks. For more information, please visit www.discoverycommunications.com.

Please visit the Press Website at <http://press.discovery.com/us/ahc/programs/against-odds> for additional press materials, online screeners, and photography.

###