



FOR IMMEDIATE RELEASE – January 20, 2010

Press contact: Dustin Smith, (310) 975-1640, dustin_smith@discovery.com

Press materials: <http://press.discovery.com/tlc>

TLC RENEWS NEXT GREAT BAKER

TLC today announced that it has ordered a second season of CAKE BOSS: NEXT GREAT BAKER. The series, hosted by Buddy Valastro, follows 10 aspiring bakers competing in a series of challenges to win \$50,000, a new car, and a job at Carlo's Bakery. The premiere season to date has been averaging 1.7M P2+ viewers.

The special 90-minute season finale airs Monday, January 24 at 9/8c. The three remaining contestants - Corina Elgart, Dana Herbert, and Megan Rountree - must prove their skills running the famed Carlo's Bakery and also create a custom cake to celebrate the city of Hoboken, NJ. Buddy, his mother Mary Valastro, and Hoboken Mayor Dawn Zimmer, judge the finale.

The second season is currently scheduled to premiere in late 2011.

Starting Tuesday, January 25 at 5:30/4:30c, Buddy debuts his cooking skills in the previously announced new weekday series KITCHEN BOSS. In each episode, Buddy will share his family's favorite accessible and authentic Italian recipes. Season four of the hit CAKE BOSS premieres Monday, January 31 at 9/8c with a special one-hour episode featuring a visit from Rachael Ray.

All three series are produced for TLC by High Noon Entertainment.

About TLC

TLC's innovative docu-series and reality-based programming include favorites Kate Plus 8, Little People, Big World, What Not to Wear, 19 Kids and Counting, Say Yes to the Dress, and LA Ink. TLC added to its menu of programming with Cake Boss and continues to expand into the food genre. TLC's daytime lineup includes the Emmy Award-winning A Baby Story. The channel is available in more than 99 million homes in the US, nearly 8 million homes in Canada and through the website at www.tlc.com. 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 170 countries.