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## **TLC SUMMER BURNS UP THE RATINGS**

*Premieres Attract 1.2M Plus Total Viewers Led by Kate Plus 8 (3.4M)*

TLC's summer of premieres, dubbed TLC Summer, kicked off on May 27, with a dynamic line-up of new and returning series, each garnering 1.2M total viewers or more.

*Kate Plus 8: 6th Birthday Surprise* drew 3.4M P2+, followed by *Kate Plus 8: Inside Kate's World* (3M), *Cake Boss* (2.4M), *The Little Couple* (1.5M), *Mall Cops: Mall of America* (1.5M), *Police Women of Memphis* (1.3M) and *Toddlers & Tiaras* (1.2M).

Premieres airing from 5/27-6/6 have posted double-digit delivery gains vs. the respective time slot premiere average in all key demos.

The return of *Kate* on Sunday resonated with viewers. *Kate Plus 8: 6th Birthday Surprise* (9 p.m.) delivered 3.4M P2+, posting triple-digit gains vs. TLC's 2Q10 to-date time period average in all demos, and ranked #1 among all ad-supported cable (excluding award shows) in P/W 18-49 and 18-34. *Kate Plus 8: Inside Kate's Worlds* (10 p.m.) garnered 3M P2+, also posting triple-digit gains vs. TLC's 2Q10 to-date time period average in all key demos. Both premieres posted double-digit delivery gains vs. the Nov 09 *Jon & Kate Plus 8* premieres.

In addition, *Kate Plus 8* specials catapulted TLC to rank #4 among broadcast and ad supported cable in W18-34, beating NBC, CBS and CW.

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### **About TLC**

TLC's innovative docu-series and reality-based programming include favorites *Jon & 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 *Ultimate Cake Off*, 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 98 million homes in the US, nearly 8 million homes in Canada and through the website at [www.tlc.com](http://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.