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**SEASON-TWO PREMIERE OF ANIMAL PLANET'S
TREEHOUSE MASTERS DELIVERS SKY-HIGH PERFORMANCE
WITH 1.6 MILLION VIEWERS**

-- Series Helps Network Rank Fifth in Cable on Friday Night --

(January 14, 2013 – Silver Spring, Md.) – Animal Planet’s hit series, **TREEHOUSE MASTERS**, delivered a sky-high performance for its season-two debut, “Temple of Adventure,” which premiered Friday, January 10, at 10 PM ET/PT. The series drew in 1.6 million P2+ viewers and garnered its best-ever performance among P25-54 (827K), P18-49 (795K), M18-49 (418K), W25-54 (404K) and W18-49 (377K).

Friday’s performance of **TREEHOUSE MASTERS** helped the network rank fifth in primetime among all ad-supported cable networks with P25-54 and W25-54. In addition, the series also helped Animal Planet deliver its best Friday night ever with 1.4M P2+ viewers.

“Temple of Adventure,” earned double-digit gains compared to **TREEHOUSE MASTERS’** season-one average across key demos including P2+ +15%, P25-54 +28%, P18-49 +38%, M18-49 + 36%, W25-54 +38% and W18-49 +40%.

TREEHOUSE MASTERS, which captures the creations of renowned treehouse builder Pete Nelson, was Animal Planet’s second-most-watched series in 2013 among P2+ viewers.

TREEHOUSE MASTERS has viewers climbing to a majestic world up in the treetops with visionary and tree whisperer Pete Nelson as he designs private escapes for those with a passion to reconnect with nature and awaken their inner child. Pete goes out on a limb to create breathtaking realities for a host of clientele including designing multi-bedroom dream tree houses complete with functional plumbing and electricity to simple one-room lofts. He and his team of designers and carpenters must endure Mother Nature’s shifty antics, dangerous construction equipment and dizzy heights in order to build these sanctuaries. In **TREEHOUSE MASTERS**, Pete shows us what it’s like to bring people closer to nature one tree at a time.

TREEHOUSE MASTERS is produced for Animal Planet by STILETTO Television. Mark Grove, Garry Kief and Troy Queen are the executive producers for STILETTO Television. For Animal Planet, Jason Carey is the executive producer, and Sarah Russell is production coordinator. The series was created and developed by Charlie Foley.

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; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.