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**VELOCITY CROSSES THE FINISH LINE IN MAY TO CLAIM THE TITLE OF
FASTEST GROWING NETWORK IN CABLE**

*--May 2013 Is the Best Month Ever For Velocity as the Network Continues Delivering Powerful
Ratings with Male Audiences--*

(Silver Spring, Md.) – Velocity – the premiere network for upscale men – recorded its best month ever in May 2013, establishing itself as the fastest growing network in cable television. Velocity’s delivery for M18-49 is up 110 percent year-over-year – the highest percent gain in cable television – allowing the network to climb 29 places in the Prime rankings.

Building off an already record-breaking first quarter and April, May became Velocity’s best month ever in Prime on delivery for HH, P2+ and M18+, and delivery rose by double and triple digits for all target demos in both Prime and Total Day. In Prime ratings were up 64 percent for M25-54 and up 88 percent for M18-49.

May 2013 marks 12 straight months of YOY growth double digit growth in Prime and Total Day for P/M25-54 and P/M18-49 delivery, and 19 months of YOY delivery growth for P2+ and M18+. Competitively, among M18-49, Velocity out-delivered MLB Network and NBA-TV in Prime. The last week of May marks 51 straight weeks of YOY Prime gains on M25-54 delivery and 22 straight weeks of YOY Prime gains on M18-49 delivery.

Other highlights included:

May 2012 vs. May 2013 Primetime Delivery HH

HH: 51%
P25-54: 76%
M25-54: 85%
P18-49: 90%

M18-49: 110%
P2+: 52%

May 2012 vs. May 2013 Total Day Delivery

HH: 38%
P25-54: 52%
M25-54: 47%
P18-49: 47%
M18-49: 47%
P2+: 38%

About Velocity:

Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the upscale men's cable network that provides thrilling HD programming for its viewers. Velocity programming is diverse, intelligent and engaging, with series and specials representing the best of the automotive, sports and leisure, adventure and travel genres. Formerly HD Theater, the fully HD network is available in approximately 52 million homes. For more information on Velocity, please visit Velocity.tv, on Facebook at [facebook.com/VelocityTV](https://www.facebook.com/VelocityTV) or on Twitter @VelocityTV1

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.8 billion cumulative subscribers in 218 countries and territories. Discovery is dedicated to satisfying curiosity through 155 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, The Hub and 3net, the first 24-hour 3D network. Across the Nordic region, Discovery owns and operates SBS Discovery Media, a top-three portfolio of 20 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 and owns and operates a diversified portfolio of digital media services, including Revision3. For more information, please visit www.discoverycommunications.com.

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