



FOR IMMEDIATE RELEASE
October 16, 2012

CONTACT: Chris Finnegan: 240-662-5296
Chris_Finnegan@discovery.com

**VELOCITY BREAKS RATINGS RECORDS WITH
LIVE BROADCAST OF SPACE JUMP LIVE**

--Nearly One Million Viewers Tune Into Felix Baumgartner's Historic Jump on Velocity--

(Silver Spring, Md.) -- On Sunday, October 14, Velocity's broadcast of **SPACE JUMP LIVE** attracted nearly one million P2+ viewers (991,000), making it the network's highest-rated telecast ever – in daytime and all other dayparts.

For M25-54, Velocity's ratings for **SPACE JUMP LIVE** ranked in the top 20 for all of cable (18th). Among non-fiction programming – including NFL and other sports coverage - Velocity's ratings for **SPACE JUMP LIVE** ranked in the top ten (8th) for all of cable for M25-54.

SPACE JUMP LIVE also set all-time Velocity ratings records for HH AA% (0.73), P25-54 AA% (0.52), W25-54 AA% (0.29), P2+ AA% (0.41). For delivery, **SPACE JUMP LIVE** set all-time Velocity records for HH (312), P25-54 (253), M25-54 (184), W25-54(70), P18-49 (229), M18-49 (162).

SPACE JUMP LIVE followed Discovery News' coverage of the Red Bull Stratos mission, featuring Austrian extreme sport athlete Felix Baumgartner's historic jump from 120,000 feet/36,576 meters. Baumgartner's feat broke the world record for highest altitude jump set more than 52 years ago. The mission captured the imagination and attention of the world as Baumgartner broke world records while also collecting scientific data for the advancement of aerospace safety.

“Thanks to our close relationship with the team at Red Bull Media House, Velocity and Discovery News were able to provide a front-row seat to one of the most dramatic live events ever covered on television,” said Bob Scanlon, SVP of Velocity. “This combination of heart-stopping action and stunning HD visuals represents the absolute best of Velocity.”

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 40 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 number one nonfiction media company, reaching more than 1.5 billion cumulative subscribers in over 180 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Investigation Discovery, Planet Green and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services, including HowStuffWorks.com. For more information, please visit www.discoverycommunications.com.

###