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**DISCOVERY COMMUNICATIONS INTRODUCES VELOCITY—A TURBOCHARGED
NETWORK FOR AN UPSCALE MALE AUDIENCE**

*--Coming in Late 2011, Velocity Upgrades HD Theater's Car Programming With Diverse New
Original Series and Specials--*

(Silver Spring, Md.)—Discovery Communications today announced plans to rename its HD Theater cable network to Velocity, effective fourth quarter 2011. The all-HD network will be available in approximately 40 million homes at the time of its introduction, and will be found at the channel location currently occupied by HD Theater.

Velocity, an upscale male lifestyle network, will feature more than 400 premiere hours of new and returning series and specials showcasing the best of the automotive, sports and leisure, adventure, and travel genres. Hit series currently on HD Theater; including **INSIDE WEST COAST CUSTOMS, MECUM AUTO AUCTIONS, CAFÉ RACER** and **CHASING CLASSIC CARS**, will be pillars of the Velocity primetime lineup. By offering world-class production values and picture quality, Velocity will continue HD Theater's reputation for stunning visuals, established when it became the first-ever all-HD network in 2002.

“Velocity continues Discovery’s tradition of maximizing the value of each of its cable platforms. It is going to be a game changer when it officially joins our portfolio of U.S. networks later this year,” said David Zaslav, President and CEO of Discovery Communications. “As the first network devoted to the upscale men’s market, Velocity will be a hub for viewers within this key demographic, as well as the wealth of advertisers that target them.”

Velocity’s programming will be character-driven, dramatic and engaging. From multimillion-dollar auctions and incredible auto makeovers to high-stakes gaming and insider guides to “the

good life,” Velocity will touch on all the subjects that appeal to the upscale man. The on-air look and feel of Velocity will be both timeless and timely, from its neoclassic logo and graphics package to its prominent usage of rock and roll music.

“In the same way that a car once defined the person who drove it, Velocity will define the viewer who watches it,” said Robert S. Scanlon, Senior Vice President of Velocity. “Whether you are a car aficionado or just someone who prefers fast-paced, high-stakes television, Velocity will become a must-have entertainment destination.”

For more information on Velocity, please visit DiscoveryCommunications.com or [facebook.com/velocitytv](https://www.facebook.com/velocitytv) or on Twitter @VelocityTV1

About Velocity:

Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the upscale men’s cable network that provides high-octane programming for its viewers. Velocity Network programming is diverse, intelligent and engaging, with series geared toward events, with live auctions and world rally championships, real-life adrenaline-pumping shows, and historical and biographical programming. Formerly HD Theater, the fully HD network is available in approximately 40 million homes. For more information on Velocity, please visit DiscoveryCommunications.com.

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.