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VELOCITY CONTINUES ITS RECORD PACE WITH BEST MONTH EVER IN APRIL

-- The First Network for Upscale Men Continues Ratings Success with High Double-Digit Growth in All Key Demos--

(Silver Spring, Md.) – [Velocity](#), accelerated to continued ratings superlatives in April, delivering its best month ever in the history of the network. The premiere network for upscale men garnered high double-digit gains for all target demo audiences in both Prime and Total Day. Velocity saw its best month ever in Prime on delivery for P25-54, M25-54 (tie), M18-49 and P2+. This April's milestone comes on the heels of Velocity's best quarter ever in 1Q2013 marking 11 straight months of YOY growth in Prime for P/M25-54, and M18-49 delivery, and 18 months of YOY delivery growth for Persons and Men. April replaces March 2013 as the network's best month ever, reinforcing Velocity's status as one of cable's fast-growing networks.

Velocity grew 74% with M25-34 in delivery marking one of the highest percentage gains in all of cable enabling the network to climb 24 places in the prime standings. Competitively, the network had a 54% advantage over Speed Channel and also outpaced NBC Sports, NBA-TV and MLB Network. Adding to Velocity's accolades, the last week of April marked 39 straight weeks of YOY Prime gains on M25-54 delivery.

Other highlights included:

April 2012 vs. April 2013 Primetime Delivery

HH	+46%
P2+	+49%
P25-54	+75%
M25-54	+74%
P18-49	+68%
M18-49	+77%

April 2012 vs. April 2013 Total Day Delivery

HH	+32%
P2+	+32%
P25-54	+39%
M25-54	+39%
P18-49	+29%
M18-49	+24%

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 49 million homes. For more information on Velocity, please visit **Velocity.tv**, on Facebook at **facebook.com/VelocityTV** or on Twitter @**VelocityTV1**

Source: NHI. Live+SD AA% and (000).

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