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**AUGUST MARKS 27 CONSECUTIVE MONTHS OF PRIMETIME GAINS FOR  
VELOCITY**

*--Season Two of **FANTOMWORKS** Makes Ratings History for Velocity--*

(Silver Spring, Md.) – Velocity, one of cable’s fastest growing brands for men, continued its white hot ratings summer with more than two years of consecutive Prime Time increases in key demos, as well as double digit growth vs. August 2013. Prime Time growth was driven by all-new episodes of hit series **FANTOMWORKS, WHEELER DEALERS** and **WHEELER DEALERS: TRADING UP**.

In August, Velocity delivered 27 straight months of Primetime gains in both Persons and Men 25-54 and Persons 18-49. Additionally, Velocity was up +21% in Persons 25-54, +15% in Men 25-54 and +10% in Households during Prime time delivery in August vs. the same month in 2013.

Season two of **FANTOMWORKS** earned Velocity its highest-rated season for a series ever among M25-54, averaging a 0.43 rating in the key demo, and this past season has reached approximately 7.9 million Total Viewers P2+. The August 10 world premiere of **FANTOMWORKS** at 9PM was the network’s highest-delivering telecast in network history among P2+. In addition, the Wednesday, July 30 world premiere of **WHEELER DEALERS: TOP 10 EDD-ACHES** at 9PM earned Velocity its highest-delivering telecast ever in primetime among the hard-to-reach M18-34 demo.

Competitively, Velocity once again left several networks in the rearview mirror, delivering three times as many primetime M25-54 viewers as upscale male network Esquire. Velocity also climbed four spots in the primetime rankings (versus August 2013), outperforming many networks including NBC Sports Network, MLB Network, Golf Channel, NBA TV, Fox Sports 2, CNBC and HLN.

## **August '14 PRIME DELIVERY**

P25-54: 21% (85 vs 70)

M25-54: 15% (61 vs 53)

HH: 10% (122 vs 111)

### **About Velocity**

Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the only upscale men's cable network that focuses on thrilling automotive for its viewers. Velocity programming is diverse, intelligent and engaging; capturing the best of the human experience as told by the top experts in the field. Formerly HD Theater, the fully HD network is available in more than 50 million homes. For more information on Velocity, please visit [Velocity.tv](http://Velocity.tv), on Facebook at [facebook.com/VelocityTV](https://facebook.com/VelocityTV) or on Twitter @VelocityTV.

### **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching 2.7 billion cumulative subscribers in more than 220 countries and territories. Discovery is dedicated to satisfying curiosity, engaging and entertaining viewers with high-quality content on more than 210 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery and Science, as well as U.S. joint venture network OWN: Oprah Winfrey Network. Discovery also controls Eurosport International, a premier sports entertainment group, including six pay-TV network brands across Europe and Asia. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, and a digital leader with a diversified online portfolio, including Discovery Digital Networks. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

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