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**VELOCITY REVS UP AUDIENCES IN JULY, LEAVING COMPETITORS
IN ITS REARVIEW MIRROR**

*--Velocity's **DREAM CAR WEEK** Starts Fast With the Season Two Premiere of **FANTOMWORKS**--*

(Silver Spring, Md.) – Velocity, one of cable's fastest growing brands for men, accelerated into 3Q14 as the network continued setting records with its highest-rated July in Primetime among P/M25-54 and M18-34, and its highest-delivering July in Primetime for all target demos including HH, P/M18-49, P/M25-54, P/M18-34, P18+ and P2+. Also in Primetime, July 2014 marked 26 consecutive months of year-over-year delivery growth for Velocity among P/M25-54 and P18-49.

Velocity sped away from the competition in July, delivering nearly four times more M25-54 than upscale male network Esquire and out-delivering many sports networks including NFL Network, NBC Sports Network, MLB Network, Golf Channel, NBA TV and Fox Sports 2. In Total Day, the month was Velocity's highest delivering July among HH, P/M25-54, P/M18-49, M18+ and P2+.

Velocity's annual [**DREAM CAR WEEK**](#) programming event launched on Sunday, July 27 with the season two premiere of the fan favorite restoration series **FANTOMWORKS**. The 10 PM ET/PT episode earned a .52 M25-54 rating to become Velocity's second highest telecast among M25-54 in 2014, ranking only behind one May episode of the network's most popular series **WHEELER DEALERS**.

[**DREAM CAR WEEK**](#), airing in primetime through Saturday, August 2, celebrates the most unique, beautiful and exotic vehicles on earth presented by the top experts in the automotive genre. Each night is themed by a Velocity series with Mike Brewer and Edd China of **WHEELER DEALERS** hosting tonight, Mark Worman of **GRAVEYARD CARZ** hosting Thursday night, Bruno Massel and Lauren Bohlander of the all-new **GARAGE SQUAD** hosting Friday night, and NASCAR star Danica Patrick introducing the **PEAK STOCK CAR DREAM CHALLENGE 2** on Saturday night.

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, on Facebook at 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.

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