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CONTACT:
Kate Aconfora, 310-975-5902
Kate.Aconfora@discovery.com

**DISCOVERY CHANNEL TAKES VIEWERS ALONG ON A DARING
RIDE FOR WORLD RECORD ATTEMPT IN 'WORLD'S TOUGHEST
DRIVE'**

***-Co-production with Discovery Networks International shadows adventurers on a
race to the South Pole-***

(LOS ANGELES, CA) Subzero Antarctic temperatures that can reach -89 degrees Celsius, savage winds and unpredictable weather are just a few of the extreme conditions present along the span of harsh terrain between Antarctica and the South Pole. Discovery Channel's hour-long special **WORLD'S TOUGHEST DRIVE**, airing on Saturday, March 30 at 10PM ET/PT, follows the expedition of three adventurers embarking on the journey of a lifetime as they attempt to break the world record for the fastest overland drive to the South Pole. Using their state-of-the-art specialized vehicle named "Polar", the team races 700 miles across the ice in the hopes of overtaking the Guinness World Record of 2 days, 21 hours and 21 minutes. But overtaking the current record won't be easy.

The endeavor, sponsored by Thomson Reuters, marks the 100 year anniversary of the first successful expedition to reach the South Pole, which was led by Roald Amundsen in December 1911. "This unique expedition required a completely new way of filming the action, using cutting edge technology in the most extreme conditions on earth. The result is truly a first for adventure television," said Dimitri Doganis, Managing Director of Raw Television.

The three-man crew includes polar expedition leader Jason de Carteret, design engineer specialist Kieron Bradley and Jason Thomas "JT", a Canadian copy writer who won his place on the expedition through a Thomson Reuters competition. The fourth member of the team is 'Polar', a revolutionary concept vehicle custom built to withstand the uneven terrain and below

freezing weather. 'Polar' has been jacked up to run on massive 44-inch tires, has a supercharged V6 engine running on bio fuel, double wishbone suspension, a long bar fitted on the front designed to stop the vehicle from falling into crevasses and a reinforced survival cell built into the cab.

"Antarctica is one of the world's last pristine environments. It can be both stunningly beautiful and very brutal at the same time. With every visit I make to this continent I never cease to be amazed by it...you really are dealing with conditions that can quickly flip you to the very edge of human survival," said Jason de Carteret. Throughout the expedition, the team faces numerous challenges. Tensions flair between team members as exhaustion and frustration mount. Lacking nearby assistance and without supply planes passing through, the team needs to execute their plan flawlessly or they will be left stranded in the frozen tundra. On Saturday, March 30 at 10PM ET/PT, Discovery invites viewers to join the team as they fight to beat the clock in **WORLD'S TOUGHEST DRIVE**.

WORLD'S TOUGHEST DRIVE is produced for Discovery Channel and Discovery Networks International by Raw TV. For Raw TV, Sophie Todd is series producer and Louise Norman is executive producer. For Discovery Networks International, Elizabeth McIntyre is executive producer and for Discovery Channel, Brian Dean is executive producer.

About Discovery Channel

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.1 million U.S. homes, can be seen in over 180 countries, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit www.discovery.com.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.8 billion cumulative subscribers in 209 countries -more- and territories. Discovery is dedicated to satisfying curiosity through 149 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery,

as well as US joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including Revision3. For more information, please visit www.discoverycommunications.com.

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