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1.4 MILLION VIEWERS TUNE IN TO ANIMAL PLANET'S *PIT BULLS & PAROLEES*
SPECIAL "YOU WATCH. WE GIVE." THANKSGIVING EPISODE
-- Audience Drives \$50,000 Donation to Series' Villalobos Rescue Center --

(New York, NY) – **PIT BULLS & PAROLEES** and tough-as-nails Tia Torres delivered another high-drama adventure to Animal Planet viewers in Saturday's special "You Watch. We Give." episode. Viewers lined up for the holiday weekend premiere resulting in 1.394 million unique P2+ viewers, tuning in to generate donations towards Villalobos Rescue Center.

The all-new season three **PIT BULLS & PAROLEES** episode – "New Blood" – outperformed last season's record-breaking "You Watch. We Give." Thanksgiving event, becoming the series' highest-rated episode ever among HH (0.8) and delivering 1.195 million P2+ viewers. This telecast helped rank Animal Planet #4 among all ad-supported cable in the Saturday 10 PM timeslot based on W25-54 delivery (354k). * Season three delivery to-date is outperforming season two levels by more than 25% across all demos including: M25-54 (+37%, 200k), P25-54 (+35%, 503k), W25-54 (+33%, 303k) and P18-34 (+28%, 247k).

As a result of the number of viewers who tuned in on Saturday, November 26 for **PIT BULLS & PAROLEES**' "New Blood," Animal Planet donated \$50,000 to Villalobos Rescue Center, a 501c3 nonprofit organization featured in the series, for the second year in a row. This continues the network's on-going commitment to make a positive impact on the animal world with the non-profit initiative Reach Out. Act. Respond. (R.O.A.R.). New episodes of **PIT BULLS & PAROLEES** air Saturdays at 10 pm ET/PT.

"People constantly ask me how they can help Villalobos," said Torres. "By simply tuning in to our show and participating in the 'You Watch. We Give.' event, our viewers helped keep our doors open. They helped feed an unwanted pit bull and kept a dog happy at our facility until we could find its forever home. For that, we are forever grateful, and words cannot express our thanks. Thank you for loving these **PIT BULLS & PAROLEES** as much as we do."

**Excludes movies and sports*

R.O.A.R. is Animal Planet's national campaign that leads the way in taking action and being a voice for animals. To learn more about Villalobos and all of the R.O.A.R partners please visit: <http://animal.discovery.com/roar/>.

About Animal Planet

Animal Planet Media (APM), a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. APM consists of the Animal Planet television network, available in more than 97 million homes in the US; online assets www.animalplanet.com, the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; Petfinder.com, the #1 pet-related Web property globally that facilitates pet adoption; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.

About Discovery Impact

Through its Discovery Impact programs, Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) leverages the power of its brands, businesses and employees to give back to the world. From programming that inspires and educates to annual events that make a direct impact on the communities in which we live and work, Discovery strives to celebrate, support and sustain the majesty of the earth's people, animals and natural beauty. For more information about how Discovery is making an impact, please visit: <http://impact.discovery.com>.

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