



FOR IMMEDIATE RELEASE

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SHIPSHAPE RATINGS FOR DEADLIEST CATCH

#1 in all of Cable, #3 in all of Television

The Tuesday night, June 28 **DEADLIEST CATCH** premiere episode, "It's Not All Mai Tais and Yahtzee," earned a 2.15 HH / 1.87 P25-54 AA% making it the #1 primetime (8P-11P) cable program for Persons and Men 25-54 and #3 in all of television, delivering 3.00 million viewers P2+. Discovery Channel was the #1 primetime (8P-11P) cable network for Men 25-54 and Men 18-49 ratings and delivery.

DEADLIEST CATCH has now been the #1 Tuesday non-sports primetime cable telecast (excludes the NBA Playoffs on TNT) among P/M25-54 ratings and delivery, for 12 weeks in a row.

DEADLIEST CATCH out-delivered most broadcast programs in prime delivery in key demos placing behind only *The Voice* and *America's Got Talent* on NBC.

Among Men 25-54, **DEADLIEST CATCH** out-delivered all of the following broadcast programs:

- ABC's *101 Ways to Leave a Game Show*
- ABC's *Wipeout*
- ABC's *Combat Hospital*
- CBS' *The Good Wife*
- CBS' *NCIS*
- CBS' *NCIS: Los Angeles*
- FOX' *Raising Hope*
- FOX' *Masterchef*

This week's premiere episode of **AFTER THE CATCH** was also a top-performer delivering 1.64 million viewers P2+ with 1.28 HH / 1.05 P25-54 AA%. **AFTER THE CATCH** finished #5 in all of cable, among Men 25-54 and #6 among Men 18-49.

An all new **DEADLIEST CATCH** airs next Tuesday, July 5 at 9pm e/p followed by an all new **AFTER THE CATCH**.

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 100.4 million U.S. homes, can be seen in 210 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 1.5 billion cumulative subscribers in 210 countries and territories. Discovery is dedicated to satisfying curiosity through 130-plus 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 HowStuffWorks.com. For more information, please visit www.discoverycommunications.com.