



FOR IMMEDIATE RELEASE
July 29, 2011

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SEEDING A BUSINESS

Groundbreaking Television Series WEED WARS Premieres This Fall on Discovery Channel

(Silver Spring, MD.) – Take a look inside the business of the country’s leading medicinal cannabis dispensary, now legal in California, as **WEED WARS** premieres this fall on Discovery Channel.

It is a familiar story: a start-up business, demanding clients and the ever-looming possibility that it could all go belly up...But this is not exactly a typical business. When California voters passed the Compassionate Use Act in 1996, medicinal cannabis was legalized igniting a firestorm of controversy and providing an opening to a whole new kind of entrepreneur.

WEED WARS follows Oakland’s Harborside Health Center, the nation’s largest medicinal cannabis dispensary serving over 80,000 patients. The man behind Harborside is founder and executive director Steve DeAngelo whose mission is to provide the best possible product to his diverse client base of patients while using his business as a megaphone to the rest of the country about the full regulation and taxation of medicinal cannabis.

WEED WARS fearlessly pulls back the curtain on a still controversial world. From the inner workings of the business to Steve’s distinctive leadership style, **WEED WARS** is a fascinating glimpse into this highly unique setting,” said Nancy Daniels, executive vice president of production and development for Discovery Channel.

In addition to DeAngelo and his staff, **WEED WARS** follows the journey of the plant itself from seed germination to harvesting. Meet the growers and “patient farmers” whose job it is to provide the “medicine” – the buds – that will eventually be purchased and used by thousands of clients, many of whom feel their lives have been forever changed by the plant. Due to high demand and reputable quality control, Harborside’s reach has now extended to a second location in San Jose.

From the earnest and knowledgeable front counter staff to the rigorous lab testing of the cannabis to City Hall protests and to the constant police monitoring and security sweeps, **WEED WARS** offers a look at a world unlike any other.

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WEED WARS is produced for Discovery Channel by Braverman Productions. Chuck Braverman is executive producer. For Discovery Channel, Cameo Wallace 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 100.8 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.