

## ANIMAL PLANET HAS BEST QUARTER EVER!

- Network Ranks Among Top 20 in Cable and Boasts Double-digit Gains in Major Demos -

(Silver Spring, Md., June 26, 2012) – Animal Planet flies into summer with its strongest quarter yet. The network posted its best-ever quarterly prime delivery among P25-54 (318K), P18-49 (294K) and M25-54 (184K) and best-ever quarterly total day delivery among P2+ (451K), P25-54 (202K) and M25-54 (111K). Animal Planet ranked #18 among all ad-supported cable networks in prime with M25-54.

Animal Planet's second quarter prime saw significant growth versus year ago with increases in the following key demos: +9% P2+ (678K vs. 621K), +10% HH (507K vs. 461K), +16% P25-54 (318K vs. 274K), +10% P18-49 (294K vs. 268K) and +23% M25-54 (184K vs. 149K).

Animal Planet is having its best yearly start ever in prime among P25-54 and is seeing double-digit increases among the following key demos: +11% P2+ (672K), +13% HH (503K), +17% P25-54 (307K) and +11% P18-49 (283K).

Strong performances were driven by series stalwarts, including RIVER MONSTERS, the network's top-performing series of all time, which delivered more than 1.5M P2+ viewers in its fourth season. Three series each delivered nearly a million viewers to date, including WHALE WARS (919K), TANKED (981K) and CALL OF THE WILDMAN (1M). Success also was fueled by Animal Planet's first-ever Monster Week, which included the premiere of MERMAIDS: THE BODY FOUND, delivering nearly 2M P2+ viewers (1.96M). This Sunday's premiere episodes of CALL OF THE WILDMAN and GATORS BOYS both achieved series highs, with CALL OF THE WILDMAN delivering 1.5M P2+ viewers and GATOR BOYS delivering 1.1M P2+viewers.

"This year, we've seen more viewers migrate to Animal Planet week after week, enticed by hit series, including the critically acclaimed RIVERS MONSTERS and pop-culture hit, FINDING BIGFOOT," says Marjorie Kaplan, president and general manager of Animal Planet. "In the third quarter, we look forward to new episodes of Emmy-nominated WHALE WARS, the return of the fan-favorite series, HILLBILLY HANDFISHIN', and new, crazy fishing series, OFF THE HOOK: EXTREME CATCHES."

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