

HISTORY DELIVERS RECORD-BREAKING PRIME TIME PERFORMANCE IN WESTERN EUROPE DURING Q1 2012

New York/London, 3 May 2012 – After finishing its best quarter ever among key demographics in the US during Q1 2012, HISTORY delivered unprecedented growth in key territories across Western Europe during the same period.

During Q1 2012 in the UK, Italy and Spain, HISTORY was the fastest growing factual Pay-TV channel with 65% ratings growth over Q1 2011 in prime time for the 18+ demographic. This marks the second consecutive year of Q1 growth; in 2011, the network experienced 35% ratings growth YOY versus 2010.

UK - HISTORY experienced 29% growth in prime time during Q1 2012 versus 2011. The success has been driven by A+E Networks' franchise series including *Ice Road Truckers*, *Pawn Stars* and *Storage Wars*, as well as local commissions such as *Mud Men* which all peaked over 200% above prime time average. *Mud Men Series 2* ranks as HISTORY's best-ever UK commission. Q1 2012 is the second consecutive year of prime time growth in the UK; Q1 2011 delivered 67% YOY growth versus 2010,

ITALY – HISTORY ranks as the top factual channel in Pay-TV prime time in Italy (HISTORY/+1, PT 20.00-24.00, Ind. 18+). In Q1 2012, HISTORY grew 111% versus Q1 2011. The channel's success is driven in part by the performance of *Pawn Stars*, now in its 6th season, and the best performing, long-running factual series ever on SKY Italia. *Pawn Stars* draws an audience 128+% above the time slot average (HISTORY/+1, 12th Jan – 5th April '12, Ind.&G.).

SPAIN - In Q1 2012, HISTORY saw 13% growth versus Q1 2011, maintaining its spot as #1 factual channel in Spain. *Pawn Stars* season 3 was the highest rated series on HISTORY during Q1, performing 92% above the average for the quarter.

HISTORY has stepped up local commissioning in Europe, with titles already producing impressive results. In the UK, the original production *Mud Men* series 2 broke HISTORY's viewership record for a local commission, and series 3 has been commissioned for 2013. In Italy, *La Vera Storia Della Mala del Brenta*, a two-part mini-series about the rise of the Venetian Mafia which aired on March 19 and 26, was the highest-rated factual show ever on Pay-TV in Italy. The average audience for the two episodes was AMR 244,000 among 4+, which is 702+% above the average time slot.

Also set to air across HISTORY in Europe from July 7th is *The 11th Day – The Survivors of Munich 1972*, a local commission from HISTORY Germany. On the eve of the 40th anniversary of the 1972 Olympic Games in Munich, this special tells the story of the Israeli athletes who survived the Palestinian terrorist attack in which eleven Israeli athletes and a German police officer were killed. The survivors talk about their escape and how their lives were changed forever.

“Original A+E Networks programming remains at the heart of our recent success in Western Europe, with innovative series franchises such as *Pawn Stars*, *American Restoration* and *IRT Deadliest Roads* attracting new viewers to our channels. We have complemented this programming slate with an increase in local commissions across all markets,” said Dean

Possenniskie, Managing Director, Europe, A+E Networks. "We are obviously thrilled with these first quarter results, and with event programming such as *Mankind the Story of All of Us* (wt), still to come in 2012, we are confident this growth will continue well into the year."

In the US, Q1 2012 was the best quarter of all time for HISTORY among key demographics. HISTORY was the #1 cable network (excluding sports) for M25-54; #3 for A25-54 and #4 for A18-49. HISTORY has three of the top seven series (vs. all cable scripted/unscripted) among Adults 25-54 with *Pawn Stars*, *American Pickers* and *Swamp People*. *Pawn Stars* was the #1 non-fiction cable series among total viewers and A25-54 during Q1.

* Ratings Source: A18+ in Prime, BARB UK, TNS Sofres Spain, Audietel/agb Italy.

About A+E Networks™

A+E Networks™ is an award-winning, global media content company offering consumers a diverse communications environment ranging from television networks to websites, to DVDs to gaming and educational software. Led by three iconic brands A&E Network®, HISTORY®, and Lifetime®, A+E Networks also includes Lifetime Movie Network, BIO™, H2®, Lifetime Real Women®, Military History™, History en Español™, Crime & Investigation Network™, and A&E IndieFilms®. A+E Networks channels and branded entertainment reach more than 300 million households in over 150 countries around the world. A+E Networks is a joint venture of Disney-ABC Television Group, Hearst Corporation and NBC Universal.