



NEWS RELEASE

FOR IMMEDIATE RELEASE
[DATE]

Contact: Melissa Berry, 240-662-2946
melissa_berry@discovery.com

LOCAL [CITY] [TITLE] FEATURED
IN ANIMAL PLANET'S *DOGS 101/CATS 101* SERIES

New York, NY – PetsinPhotos.com helps showcase the beloved Yorkshire Terrier in Animal Planet's **DOGS 101/CATS 101**, a new series that airs Saturdays at 8 PM (ET/PT) as part of an all-new pet programming night. The series tells viewers everything you want to know—including some surprise information—about favorite breeds. The episode featuring Jillie Dog will air at [TIME] on [DATE] on Animal Planet.

“This series celebrates the wonderfully unique characteristics and attributes of the most popular dog and cat breeds, and features first-hand accounts,” said Marjorie Kaplan, president and general manager, Animal Planet Media.

Dogs have the courage to chase lions, the dignity to sit at the feet of royalty and some claim even the smarts to read—they are often considered to be man's best friend. With more than 150 dog breeds recognized by the American Kennel Club, **DOGS 101** spotlights the adorable, the feisty and the unexpected. Does the St. Bernard have a sixth sense for predicting avalanches? Can the Whippet see in the dark? Which breed is still used today as a life guard? **DOGS 101** uncovers surprising details about everyone's favorite dog breeds from the Airedale Terrier to the Yorkie. Learn which dog breeds are best for urban living and which ones are most family friendly. Using a mix of animal experts, the personal stories of pet owners and stylized dog photography, **DOGS 101** is an unprecedented look at man's best friend. **CATS 101** takes you inside the most popular

feline breeds. From the nearly naked Sphinx to the adorable Scottish Fold, **CATS 101** is a catalogue of the fascinating reasons we love cats.

“Koren Reyes is so proud to be part of this series and to help bring attention to wonderful Yorkies, and share some astonishing and often unknown facts about them with viewers,” said the PetsinPhotos photographer.

DOGS 101/CATS 101 is produced for Animal Planet by Powderhouse Productions. John Tomlin is co-executive producer and Robert Kirwin and Sean Baker Carter are the executive producers for Powderhouse Productions and Melinda Toporoff is the executive producer for Animal Planet.

Photos are available for download at www.press.discovery.com.

About Animal Planet Media

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 94 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 Communications

Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. For more information, please visit www.DiscoveryCommunications.com.

###