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FOR IMMEDIATE RELEASE

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ANIMAL PLANET EMERGES COAST-TO-COAST DURING NATIONWIDE EVENT WITH "SPRING WATCH USA"

*-- Jeff Corwin, Vanessa Garnick, Philippe Cousteau and David Mizejewski
Explore the Rites of Spring Throughout the Country --*

(Silver **SPRING**, Md.) March 21, 2007 – The first "official" day of spring is March 21, but when does spring really begin? Is it with the first crocus? The return of migrating birds? Baseball players in training? It varies for everyone -- animals too -- and to celebrate the arrival of spring across the country, Animal Planet poses and answers important questions. How and where do birds migrate? Which animals give birth during the spring, and how do they survive their first season? The wildlife kingdom varies widely in the U.S. according to geography, weather and resources, and in the majority of the United States, the spring season gives birth to a change in climate, growth and temperament. This spring, Animal Planet witnesses a renaissance of nature in a premiere event that extends coast to coast – and places in between – during **SPRING WATCH USA**, a TV series and online initiative in partnership with the National Wildlife Federation (NWF).

Beginning **Saturday, April 21, 2007, at 8 PM (ET/PT)**, Animal Planet debuts **SPRING WATCH USA**, a four-week, as-it-happens, multi-media, nationwide event. Filmed just prior to broadcast, this miniseries is a celebration of the arrival and beauty of spring across the nation. Hosted by **Jeff Corwin** (THE JEFF CORWIN EXPERIENCE, CORWIN'S





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QUEST) and **Vanessa Garnick** (CAUGHT IN THE MOMENT), viewers learn about the amazing mammals, birds and insects that herald the arrival of spring.

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From their **SPRING WATCH USA** headquarters on Kiawah Island, located off the coast of South Carolina near Charleston, Jeff and Vanessa give viewers a backstage pass to spring from the animals' point of view. With cameras positioned in nests, caves and other habitats, Jeff and Vanessa track such inhabitants of Kiawah Island as bobcats, red-tailed hawks, alligators, bluebirds and screeching owls.

Corwin and Garnick are joined by Animal Planet correspondents **Philippe Cousteau** (OCEAN'S DEADLIEST) and **David Mizejewski** (BACKYARD HABITAT), who also take cameras along as they report on animal activities from the rest of the country. Cousteau covers sea otters, sea lions and gray whales in California, from Sausalito to Monterey to the Channel Islands. Meanwhile, Mizejewski checks in on the great horned owl and the beaver in Georgia, flying squirrels in Northern Virginia and black bears in Upstate New York.

SPRING WATCH USA specials will air on the following nights at 8 PM (ET/PT):

- Saturday, April 21 (Premiere)
- Thursday, April 26
- Saturday, April 28
- Thursday, May 3
- Saturday, May 5
- Sunday, May 13 (special Mother's Day recap)

In addition to spring being in the air and on television, **SPRING WATCH USA** is also online. Animal Planet and long-time partner the NWF enhance the series by building an online/digital community. Between www.AnimalPlanet.com and www.nwf.org, fans of **SPRING WATCH USA** can track the arrival of spring themselves and learn more about signs of spring in their area. Online components include the following:





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- **SPRING WATCH USA Tracker** -- An interactive map where users can upload signs of spring to help track spring across the country.
- **Bird & Butterfly Guide** – Identify over 100 species of birds and butterflies.
- **Baby Animals A-to-Z** – Learn about animals born in spring.
- **SPRING WATCH USA / NWF Message Board** – Talk with other wildlife fans!
- **About SPRING WATCH USA** – About show, bios and episode guide.
- **Animal Tours** – Learn more about the animals from the show.
- **Spring Fun** – Puzzles, wallpaper, e-cards, memory game, slider puzzles
- **Interactive Interviews** -- Interviews with the hosts and correspondents

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“With large interactive and educational components, **SPRING WATCH USA** is more than a television series – it’s an ambitious, multi-platform event for the network,” says Marjorie Kaplan, president of Animal Planet and Discovery Kids Media Enterprises. “Who doesn’t want to witness the sight of a newly rescued orphaned raccoon being bottle fed for the first time or see a sea otter frolicking along the Pacific coastline? Tracking Kiawah Island bobcats and watching newly hatched sea turtles race for the safety of Florida’s shoreline are just part of the offering. These animals all become relatable characters on **SPRING WATCH USA** and intimately connect viewers to nature this spring.”

SPRING WATCH USA is a production of Painless Productions for Animal Planet. Joe Carolei and Jim Casey are the executive producers for Painless, and Maureen Lemire is the executive producer for Animal Planet.

Animal Planet Media Enterprises (APME), a multi-media business unit of Discovery Communications Inc, connects humans and animals with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online television and mobile community for entertainment, information and enrichment. APME consists of the **Animal Planet** television network, available in over 90 million homes in the US; online





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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; **PetsInc**, a major producer and distributor of pet-training videos and includes web service PetVideo.com; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.

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