



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**  
November 13, 2008

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### **MARMADUKE CREATOR BRAD ANDERSON FEATURED IN ANIMAL PLANET'S DOGS 101/CATS 101 SERIES**

(NEW YORK, NY) – **Marmaduke** creator Brad Anderson helps showcase his beloved Great Danes 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, and tells viewers everything they want to know—including some surprise information—about their favorite breeds. The episode featuring **Marmaduke** will air at 8pm on Saturday, Nov. 15th and again at 7pm on Sunday, Nov. 16th 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 from people like Brad Anderson who was able to share with viewers his genuine passion for Great Danes,” 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.

“I am so proud to be part of this series and to help bring attention to Great Danes, which are such wonderful animals, and share some astonishing and often unknown facts about them with viewers,” said Anderson, creator of the **Marmaduke** comic panel that’s loved by more than 65 million readers in more than 600 newspapers worldwide.

**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](http://www.press.discovery.com).

#### **About United Media**

**Marmaduke** is distributed by United Feature Syndicate, which is a division of United Media, the information and entertainment company that develops and markets 150 comic strips and editorial features worldwide, including **Peanuts, Dilbert, Get Fuzzy, Pearls Before Swine, Miss Manners** and **Cokie and Steven Roberts**. United Media ([www.comics.com](http://www.comics.com)) is a wholly owned subsidiary of The E.W. Scripps Company.

#### **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](http://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](http://HowStuffWorks.com). For more information, please visit [www.DiscoveryCommunications.com](http://www.DiscoveryCommunications.com).

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