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NATIONAL GEOGRAPHIC CHANNEL LAUNCHES MICROSITE – WWW.NGCDINOS.COM – TO COINCIDE WITH WORLD PREMIERE SPECIALS *DINO DEATH TRAP* AND *DINO AUTOPSY*

Web site extends the viewer experience by providing unique, in-depth interactive content, games and video

(WASHINGTON, D.C. — December 3, 2007) – National Geographic Channel (NGC) has announced the launch of a new microsite, **NGCDinos.com**, in advance of the Sunday, December 9, world premiere of two specials: **Dino Death Trap** and **Dino Autopsy**. The site features interactive content, games and video.

One of the site's most addictive interactive features is a dinosaur digging and discovery game called "Fossil Hunt," developed by Arkadium (www.arkadium.com). The game puts players in a paleontologist's shoes and challenges them to find fossils and build dinosaur skeletons. Each of the game's three rounds represents a prehistoric time period (Triassic, Jurassic and Cretaceous) and a distinct dinosaur. Developers employed the same lifelike 3-D models used in the show to allow players who successfully build their dinosaur to literally watch it come alive,

The site will also feature an interactive Dino-Mummy Timeline that explores a myriad of dino mummy finds from 1908 onward. Additionally, viewers can uncover the strange new dinosaurs caught in the Dino Death Trap and interact with 3-D profiles of each.

An off-site feature, the "Which Dino Are You" quiz widget, will be hosted in the NGC Blog and will allow enthusiasts to upload the widget to their own blogs, MySpace pages, etc. Additional functionality is also available on the site.

"We wanted to provide our viewers with a fun, interactive experience that would expand on the shows' content," said Brad Dancer, vice president, Research and Digital Media **for NGC**. "Our teams have done a great job creating an entertaining, dynamic experience as a great way to sample the shows, or as a complement to the viewing experience if you've already seen it."

An online word-of-mouth campaign in conjunction with affinity blogs as well as on-air Web-pointers during NGC programming will point back to the site.

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About **Dino Death Trap** and **Dino Autopsy**:

Journey back to the Jurassic period and beyond on Sunday, December 9, as NGC reveals new information that begins to fill a virtual black hole in dinosaur evolution and opens a rare window on how they lived. **Dino Death Trap**, premiering at 8 p.m. ET / 9 p.m. PT, offers viewers groundbreaking revelations, including the discovery of new species of dinosaurs and unusual insights into their lives. In what is called the “Pit of Death” in China, skeletons have been found stacked one on top of the other, piled four and five deep, including *T. rex*'s great-great grandfather — Guanlong. And following **Dino Death Trap** at 9 p.m. ET / 10 p.m. PT is the world premiere of **Dino Autopsy**, documenting a discovery that promises to transform what scientists believe about dinosaurs ... a partially intact dino mummy.

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Based at the National Geographic Society headquarters in Washington, D.C., the National Geographic Channel (NGC) is a joint venture between National Geographic Ventures (NGV) and Fox Cable Networks (FCN). Since launching in January 2001, NGC initially earned some of the fastest distribution growth in the history of cable and more recently the fastest ratings growth in television. The network celebrated its fifth anniversary January 2006 with the launch of NGC HD which provides the spectacular imagery that National Geographic is known for in stunning high-definition. NGC has carriage with all of the nation's major cable and satellite television providers, making it currently available to more than 66 million homes. For more information, please visit www.nationalgeographic.com/channel.