

NEWS

FOR IMMEDIATE RELEASE

NATIONAL GEOGRAPHIC CHANNEL'S *KILLING KENNEDY* SCORES HIGHEST TOTAL VIEWERSHIP IN NGC HISTORY; SETS RECORD RATINGS WITH 2.8 HH, 1.1 P25-54;

*3.4 Million People Tune in to Critically Acclaimed NGC Original Drama
from Scott Free Productions, Starring Rob Lowe as JFK;
Will Rothhaar as Lee Harvey Oswald;
with Michelle Trachtenberg as Marina Oswald;
and Ginnifer Goodwin as Jackie Kennedy*

Special Encore scheduled for this Friday, November 15 at 8 p.m. ET/PT

(WASHINGTON, D.C. — November 11, 2013) National Geographic Channel's Sunday night premiere of **KILLING KENNEDY** set record ratings for the network, averaging a whopping 2.8 HH rating –the second highest HH in network history – and a 1.1 P25–54 on Sunday, November 10, at 8 p.m. ET/PT.

KILLING KENNEDY also averaged 3.4 million persons 2+ over the entire two-hour premiere, **the highest total viewership in NGC's history!**

Furthermore, the 1.1 P25–54 is the highest rated P25–54 since the premiere of **Killing Lincoln** in February, 2013 (also a 1.1 P25–54), and is more than 175% higher than NGC's Sunday 8–10 p.m average so far this calendar year (.4 P25–54).

Additionally, the hashtag #killingkennedy trended worldwide last night on Twitter, etc. During the broadcast, it became the #1 trending topic in the U.S., and across both Trendrr and Social Guide **KILLING KENNEDY** was in the top 10 for total social mentions amongst all prime time cable programs last night. The website also experienced 2.1 million total page views, a record for the network in one night, and 9.8 million total page views over the past three weeks.

KILLING KENNEDY encores this Friday, November 15, at 8 p.m. ET/PT and 10 p.m. ET/PT. For more information and second screen experience, visit www.kennedyandoswald.com and follow us on Twitter at [@NGC_PR](https://twitter.com/NGC_PR).

The network today also released a DELETED SCENE from the film that didn't make the final cut, where Lee's mother confronts him in Dallas: <http://files.natgeonetnetworks.com/vttCbCLFAjttZR> (cleared for promotional use with the following tune-in: **KILLING KENNEDY** encore airs this Friday, November 15 at 8 p.m. on the National Geographic Channel).

The film, hailed by critics and broadcasters as “thrilling,” “exciting,” “incredible,” “gripping” and “outstanding,” with “superb performances,” stars Rob Lowe (President Kennedy), Will Rothhaar (Lee Harvey Oswald), with Michelle Trachtenberg (Marina Oswald) and Ginnifer Goodwin (Jackie Kennedy).

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Produced by Scott Free Productions and executive producer Ridley Scott, and based on the best-selling book by Bill O'Reilly and Martin Dugard, **KILLING KENNEDY** goes deeper inside the story than ever before by examining the events that led both men to Dallas on that fateful day in November 1963, and by offering a rare and human look at the people at the center of it all. Directed by Nelson McCormick ("The West Wing," "ER," "Southland," "The Good Wife," "The Closer"), with a teleplay by award-winning playwright and screenwriter Kelly Masterson ("Before the Devil Knows You're Dead"), the stellar cast also included **Jack Noseworthy** (Robert F. Kennedy), **Francis Guinan** (Lyndon B. Johnson) and **Richard Flood** (Kenneth O'Donnell).

"**KILLING KENNEDY** is our latest effort to tackle traditional subjects people expect from National Geographic in non-traditional ways. The success we saw last night proved once again that authentic, smart television can not only be entertaining, but also be important, culturally relevant programming," said David Lyle, CEO of the National Geographic Channels. "The success of last night's premiere is truly a testament to the drive of our President Howard Owens, and the incredible collaboration and partnership we have with Scott Free Productions, Bill O'Reilly, and the entire team that worked on this film."

"**KILLING KENNEDY** demonstrated once again that our constant efforts to expand the type of programming National Geographic Channel presents is paying off," added Howard Owens, President of National Geographic Channel. "The discussion about this film became part of the national zeitgeist, and I specifically want to thank our partner and friend Rob Lowe, as well as the entire cast, for their tireless efforts to promote this film and make sure our audience knew about it."

"**KILLING KENNEDY** took what was accomplished with *Killing Lincoln* and elevated it to a national story. The collaboration of National Geographic Channel and Scott Free led to a movie both the viewers and critics embraced," said executive producer and author Bill O'Reilly. "I could not be more pleased with the response and look forward to even more success with our next collaboration, *Killing Jesus*."

The network used the premiere last night to heavily promote tonight's new series **Church Rescue**, and tease this December's return of **Ultimate Survivor Alaska**.

Production on *Killing Jesus* – O'Reilly's latest best-selling book – is set to begin in early 2014, also from Scott Free Productions.

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NATIONAL GEOGRAPHIC CHANNEL presents a SCOTT FREE PRODUCTION

"KILLING KENNEDY"

Starring **ROB LOWE WILL ROTHHAAR** with **MICHELLE TRACHTENBERG** and **GINNIFER GOODWIN**

Casting by **CARMEN CUBA ERICA ARVOLD** Music by **GEOFF ZANELLI** produced by **LARRY RAPAPORT**

Executive Producers **RIDLEY SCOTT DAVID W. ZUCKER MARY LISIO BILL O'REILLY**

Based on the book by **BILL O'REILLY & MARTIN DUGARD** Written by **KELLY MASTERSON** Directed by **NELSON McCORMICK**

Source: Nielsen Media Fast National Rating, Sunday 8:00 PM–10:00 PM, Live+SD.
Reach figures are for a single telecast come based on six-minute qualifier.

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About National Geographic Channel

Based at the National Geographic Society headquarters in Washington, D.C., the National Geographic Channels US are a joint venture between National Geographic and Fox Networks. The Channels contribute to the National Geographic Society's commitment to exploration, conservation and education with smart, innovative programming and profits that directly support its mission. Launched in January 2001, National Geographic Channel (NGC) celebrated its fifth anniversary with the debut of NGC HD. In 2010, the wildlife and natural history cable channel Nat Geo WILD was launched, and in 2011, the Spanish-language network Nat Geo Mundo was unveiled. The Channels have carriage with all of the nation's major cable, telco and satellite television providers, with NGC currently available in 84 million U.S. homes. Globally, National Geographic Channel is available in more than 440 million homes in 171 countries and 45 languages. For more information, visit www.natgeotv.com.

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