



April 1, 2013

AMC's "The Walking Dead" Finale Delivers 12.4 Million Viewers and 8.1 Million Adults 18-49 Making it Largest Audience in Series History

**#1 PROGRAM ON TELEVISION FOR THE NIGHT
FOR TOTAL VIEWERS AND ADULTS 18-49**

#1 PROGRAM ON TELEVISION FOR THE WEEK FOR ADULTS 18-49

**#1 PROGRAM ON TELEVISION FOR THE BROADCAST SEASON
AMONG ADULTS 18-49**

**"TALKING DEAD" HITS ALL TIME HIGH
WITH 5.2 MILLION TOTAL VIEWERS & 3.3 MILLION ADULTS 18-49
BEATING HBO'S "GAME OF THRONES" PREMIERE**

NEW YORK, April 1, 2013 (GLOBE NEWSWIRE) -- Last night, AMC's season three finale of "The Walking Dead" premiered at 9 pm, delivering its largest audience ever with 12.4 million viewers and 8.1 million adults 18-49, making the series the number one program for the night and the week for total viewers and in the demo. The series' season average is also number one for the broadcast season for adults 18-49 for all of television outdelivering everything including "The Big Bang Theory," "The Voice," "Game of Thrones," "Modern Family," and almost doubling "The Bible." With Live plus 3, "The Walking Dead" typically adds at least an additional 3 million viewers.

"Two words: Grateful. *Dead*. It's a joy that we get to work with such tremendous talent to make 'The Walking Dead' and 'Talking Dead' come to life for audiences that continue to engage and grow," said Charlie Collier, AMC's president. "In just three seasons, 'The Walking Dead' has become a pop-culture phenomenon, entertaining millions of passionate viewers and obliterating traditional lines between cable and broadcast television."

BROADCAST SEASON TO DATE (9/24/12-3/28/13)

Network	Program	A18-49 US RTG %	A18-49 (000)
AMC	WALKING DEAD thru 3/31/13	5.6	7027
CBS	BIG BANG THEORY, THE	5.4	6787
NBC	VOICE	4.4	5562
FOX	AMERICAN IDOL-WEDNESDAY	4.4	5550
ABC	MODERN FAMILY	4.4	5533
HIST	BIBLE, THE thru 3/31/13	2.9	3608
HBO	GAME OF THRONES 3/31/13	2.4	3019

* excluding sports and specials.

Following the 9 pm premiere of "The Walking Dead," AMC premiered the finale of "Talking Dead" at 10 pm, making it the most watched episode in series history with 5.2 million viewers tuning in to the live show. The audience of "Talking Dead" outdelivered HBO's premiere of "Game of Thrones" for the night. Hosted by Chris Hardwick, "Talking Dead" features Hardwick and fans, actors, producers and other TV enthusiasts, discussing and dissecting that night's "Dead" premiere. The series expanded to a full hour with the final 8 episodes of season three. The finale episode featured guests including Norman Reedus, Chad Coleman and Yvette Nicole Brown.

Key Nielsen Highlights for the season three finale of "The Walking Dead":

- 9 pm airing - 7.4 HH rating with 12.4 million viewers; a +28%/+38% increase respectively over last year's season 2 finale
- 9 pm airing - Adults 18-49 delivered 8.1 million viewers; a +36% increase over last year's season 2 finale

- 9 pm airing - Adults 25-54 delivered 7.0 million viewers; a +31% increase over last year's season 2 finale

Key Nielsen Highlights for the season two finale of "Talking Dead":

- 10 pm: 3.1 HH rating with 5.2 million viewers, +15%/+20% vs. season 1 finale
- 10 pm: 3.3 million Adults 18-49, +12% vs. last year's season 1 finale
- 10 pm: 2.9 million Adults 25-54, +9% vs. last year's season 1 finale

Source: Nielsen. Live+SD. 3/31/13 TWD 9p-10:05p, TD 10:05p-11:05p. (Week of 3/25/13-3/28/13) (Season to Date 9/24/12-3/28/13). M-Sa 8p-11p/Su 7p-11p. Broadcast & Cable Trackage excludes sports & specials A18-49 (000). Qual. avail upon request.

On Sunday, social media for the season finale of "The Walking Dead" ranked 1ST among all television programs for the day. "Talking Dead" ranked 8th among all television and 5th among just cable programs on Sunday.

Source: Trendrr TV, 3.31.13

About AMC

Whether commemorating favorite films from every genre and decade or creating acclaimed original programming, AMC brings to its audience something deeper, something richer, *Something More*. The network reigns as the only cable network in history ever to win the Emmy[®] Award for Outstanding Drama Series four years in a row, and boasts the most-watched drama series in basic cable history with "The Walking Dead." AMC's original drama series include "Mad Men," "Breaking Bad," "The Walking Dead," "The Killing" and "Hell on Wheels." Its newest series, "Low Winter Sun," premieres this summer. AMC also explores authentic worlds with bold characters through its slate of unscripted original series like "Comic Book Men," "Small Town Security," "Talking Dead," and "Freakshow." AMC is owned and operated by AMC Networks Inc. and its sister networks include IFC, Sundance Channel, and WE tv. AMC is available across all platforms, including on-air, online, on demand and mobile. AMC: *Something More*.

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