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ANIMAL PLANET DIVES HEAD FIRST INTO *INSANE POOLS: OFF THE DEEP END*, A NEW SERIES PREMIERING FRIDAY, FEBRUARY 20

(Los Angeles – January 20, 2014) – There are custom pools and gardens – and then there are Lucas Lagoons. Animal Planet’s new series, **INSANE POOLS: OFF THE DEEP END**, follows award-winning pool designer Lucas Congdon as he turns high and dry homes into exotic waterfront properties through grand, nature-inspired designs to encourage his clients to rediscover their love of the outdoors. The six-episode series, **INSANE POOLS: OFF THE DEEP END**, premieres on **Friday, February 20 at 9:00 pm ET/PT** on Animal Planet.

From a long generation of landscapers, Congdon was inspired to revolutionize an industry that was stuck in the habit of making square, boring pools. He quickly proved that his work wouldn’t fit into any box. From concept to creation, his Florida-based company, Lucas Lagoons, creates one-of-a-kind backyard oases across the country. From majestic waterfalls to natural saltwater grottos on remote islands, Lucas and his crazy team of artisans, including his mother who everyone calls “woman,” have been building timeless creations that reinvent outdoor living for over 20 years.

Congdon’s passion for these aquatic paradises is contagious, and he often finds himself convincing clients to go bigger or go home, including a couple whose original plan for a \$25,000 koi pond turns into a \$165,000 pool remodel. These upgrades can cause serious tension amongst the design and construction teams who are striving to execute intricate builds meet and still meet client deadlines.

INSANE POOLS: OFF THE DEEP END is produced by Fishbowl Worldwide Media in association with CryBaby Media for Animal Planet. Vin DiBona, Beth Greenwald and Juliana Kim are the Executive Producers for Fishbowl and Danny Passman is the Executive Producer for Crybaby Media. Dawn Sinsel is the Executive Producer for Animal Planet.

Animal Planet

Animal Planet, 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. Animal Planet consists of the Animal Planet television network, available in more than 94 million homes in the US; online assets www.animalplanet.com, the ultimate online destination for all things animal; Animal Planet L!VE, the go-to digital destination for round-the-clock, unfiltered access to the animal kingdom; and other media platforms including a robust Video-on-Demand (VOD) service, and merchandising extensions.