

LOCAL COMPANY IN A PRIME-TIME FOOD FIGHT ON TLC'S "ULTIMATE CAKE OFF"

Cynthia Bayne of Cake Craft Shoppe appears in an episode airing April 12

Sugar Land, Texas – Cynthia Bayne, from Cake Craft Shoppe, appears as an assistant on the TLC competition series ULTIMATE CAKE OFF in an episode scheduled to air April 12, 2010 at 9 PM ET/PT.

In the episode, Cynthia will be assisting Dena Bryngelson of Beaumont, TX and will face off against two other teams in a challenge to create an edible masterpiece in hopes of winning \$10,000 and to have their cakes featured at a marquee event. For this episode, the cake is in competition to be featured at a Los Angeles fire department's tribute to unsung heroes.

With only nine hours, the competitors must make cakes that are at least five feet tall and are creative enough to win the taste of the client and the ultimate prize. To add to the pressure, the contestants also face two mini-challenges – a skills test and a taste test – that could give one team the ultimate advantage: being able to sit out another team for 30 minutes.

Chef, author, and entertainer George Duran hosts the series, which airs Mondays at 10p on TLC. Joining George are judges Margaret Braun, an acclaimed sugar artist based in New York, and Leigh Grode, owner of Los Angeles' Cake Divas bakery.

The series fan site is <http://tlc.com/ultimatecakeoff>.

ULTIMATE CAKE OFF is produced for TLC by Discovery Studios. Executive producer is Robin Feinberg.

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Additional press materials are available at <http://press.discovery.com>.

About TLC

TLC's innovative docu-series and reality-based programming include favorites Jon & Kate Plus 8, Little People, Big World, What Not to Wear, 19 Kids and Counting, Say Yes to the Dress, and LA Ink. TLC added to its menu of programming with Cake Boss and Ultimate Cake Off, and continues to expand into the food genre. TLC's daytime lineup includes the Emmy Award-winning A Baby Story. The channel is available in more than 98 million homes in the US, nearly 8 million homes in Canada and through the website at www.tlc.com. TLC is part of Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries.