



## SEASON PREMIERE OF UP ORIGINAL SERIES “BULLOCH FAMILY RANCH” A RATINGS WINNER

FEBRUARY 26 AIRING GENERATES TRIPLE-DIGIT GAINS  
FOR TIME PERIOD OVER PREVIOUS FOUR WEEKS

**ATLANTA – February 28, 2014** – UP, America’s favorite channel for uplifting family entertainment, announced today that the second season premiere of UP Original Series “Bulloch Family Ranch” on February 26 (9 p.m. EST) turned in triple-digit gains in audience for the network.

“Bulloch Family Ranch” boosted A25-54 delivery by 827% over the prior four weeks, while A18-49 delivery grew by 319%. Total households more than doubled over the prior four weeks and the one-hour premiere averaged 375,000 P2+.

“We are delighted to see that ‘Bulloch Family Ranch’ has picked up where it left off last season and look forward to continued weekly growth as the story lines get much more dramatic and difficult decisions need to be made,” said Brad Siegel, vice chairman, UP.

In partnership with Peace Point Entertainment and Cry Baby Media, “Bulloch Family Ranch” is an unscripted series that chronicles the dramatic everyday adventures of Julie and Rusty Bulloch, a fun-loving working class couple that juggles multiple jobs to make ends meet. Together, they are the proud “parents” of currently more than 30 kids. Only two, Amanda and Brodie, are biological. The rest are teens and young adults who have lived at -- and

periodically returned to – the Bulloch Ranch during various times of dire need. For almost two decades, the Ranch has served as a place where troubled teens and young adults are welcomed with open arms and given a chance to get back on the right track. Rusty and Julie are committed to giving all their “kids” a stable, caring, nurturing environment along with the tools they need to become productive adults. The dramatic second season reveals even more of the Bullochs’ hearts, generous spirits and good works as new and much-loved returning faces join the family fold and everyone struggles with major life decisions and events.

Follow the Bulloch family at:

- [www.UPtv.com/bulloch](http://www.UPtv.com/bulloch)
- [www.facebook.com/BullochFamilyRanch](http://www.facebook.com/BullochFamilyRanch)
- On Twitter at [@BullochRanch](https://twitter.com/BullochRanch), #BullochFamilyRanch

## **ABOUT UP**

UP, America’s favorite network for uplifting entertainment is a 24-hour television network that provides high-quality, diverse, family-friendly programming, including original and premiere movies, theatricals, drama and comedy series, music and holiday specials. UP can be seen in 65 million homes in high definition (HD) and standard definition (SD) on cable systems including Comcast, Time Warner Cable, Bright House Networks, Charter and Cox Communications as well as DIRECTV (Channel 338), DISH Network (Channel 188) and Verizon FIOS (Channel 224). As part of its mission to entertain and uplift, the network’s pro-social initiative “Uplift Someone” reminds and inspires people to do simple acts of kindness. UP is also a service provider to its sister network ASPIRE. Based in Atlanta, UP is a division of UP Entertainment, LLC, which also offers gMovies, the first faith-friendly streaming movie service. Follow UP on the Web at [www.UPtv.com](http://www.UPtv.com), on Facebook at <https://www.facebook.com/UPtv>, Twitter on @UPtv and Instagram at UP\_TV.

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