HD Theater and Mecum Auction Company Announce MECUM AUTO AUCTION: MUSCLE CARS AND MORE's Live 2009 Schedule

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An American Racing Crown Jewel, 1965 Shelby Daytona Cobra Coupe, Expected to Break American Car Auction Record During HD Theater's Live Coverage in May

SILVER SPRING, Md., March 9, 2009 (GLOBE NEWSWIRE) -- Building upon the series' 2008 success, HD Theater announced today the remainder of its 2009 live auction schedule with the return of MECUM AUTO AUCTION: MUSCLE CARS AND MORE. This high-octane high-definition series features Mecum Auction Company's premier events, which specialize in selling high-end muscle cars, timeless classics and rare exotics to the highest bidders.

This season, each MECUM AUTO AUCTION: MUSCLE CARS AND MORE event will feature historically significant collector vehicles on the auction block starting with the legendary 1965 Shelby Daytona Cobra Coupe, which is one of American racing's crown jewels after winning the 1965 World Manufacturers Championship's GT race class. This 1965 Shelby Daytona Cobra Coupe is expected to break American car auction records by selling for millions of dollars and will be the highlight of HD Theater's live coverage in Indianapolis from Thursday, May 14 through Saturday, May 16 on HD Theater. HD Theater's complete MECUM AUTO AUCTION: MUSCLE CARS AND MORE's live coverage includes (all times ET):

* 22nd Dana Mecum Original Spring Classic Auction, Indianapolis
  Thursday, May 14, 7-11 PM; Friday, May 15, 7-11 PM;
  Saturday, May 16, 2-6 PM
* Bloomington Gold Corvette Auction, St. Charles, Ill.
  Friday, June 26, 7-11 PM; Saturday, June 27, 2-6 PM
* Des Moines Auction, Des Moines, Iowa
  Friday, July 17, 7-11 PM; Saturday, July 18, 2-6 PM
* St. Charles Auction, St. Charles, Ill.
  Thursday, Oct. 1, 7-11 PM; Friday, Oct. 2, 7-11 PM;
  Saturday, Oct. 3, 2-6 PM
* Kansas City Auction, Kansas City, Mo.
  Friday, Dec. 4, 7-11 PM; Saturday, Dec. 5, 2-6 PM

Mecum Auction Company, which is led by the company's energetic CEO Dana Mecum, has been a pioneering company for more than 20 years and has sold more than 50,000 collector cars, muscle cars and rare Corvettes. MECUM AUTO AUCTION: MUSCLE CARS AND MORE broadcasts live in spectacular high-definition from Mecum's highly-anticipated events and captures the dramatic auction block action as bidders vie for some of the hottest rides and coolest classics. The event's ringmaster is Dana Mecum, who works the floor of bidders along with his Mecum crew, advises the sellers in hopes of pulling the sale price reserve in order to guarantee a deal, and ultimately slaps the sold sticker on windshields of successful sales as they cruise off the auction block. Throughout the high-paced action of MECUM AUTO AUCTION: MUSCLE CARS AND MORE, expert analysts provide insight for HD Theater's audience by sharing each car's unique features, historical significance and jaw-dropping craftsmanship - completely captured in 1080i high-definition television and 5.1 surround sound.

For HD Theater's MECUM AUTO AUCTIONS: MUSCLE CARS AND MORE, Shana Jacobson is executive producer, Bob Scanlon is vice president of production, Deborah Adler Myers is senior vice president of programming and Clark Bunting is president and general manager.

About Mecum Auction Company

With its corporate headquarters located in Marengo, Ill., Mecum Auction Company is celebrating its 22nd year of selling collector cars, specializing in muscle cars and Corvettes. In 2009, Mecum Auction Company will host and manage nine auctions across the United States, including six profiled nationally by HD Theater. More information is available at www.mecum.com.

About HD Theater

The first 24-hour high-definition network to broadcast all of its content in brilliant 1080i and 5.1 digital surround sound, HD Theater offers compelling real-world and motorized content from a wide range of categories including adventure, technology, nature and world culture - all designed to provide viewers with the highest-quality television experience available. For more information, please visit www.dhd.discovery.com.

About Discovery Communications

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** Photography and Artwork for MECUM AUTO AUCTIONS: MUSCLE CARS AND MORE is available within HD Theater's section at www.press.discovery.com **

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