



FOR IMMEDIATE RELEASE

Beyond our words lies a fascinating world of non-verbal communication...
SECRETS OF BODY LANGUAGE

*A special presentation on **History**[™]*
Premieres Monday, October 13 at 9pm ET

NEW YORK, SEPTEMBER 23, 2008— Most people think they communicate primarily with words, but research shows only 7% of understanding comes from the words we speak. The bulk of communication – 93% – is through our gestures, facial expressions, tone of voice and body movement. The role and influence of body language, from a historical perspective through today, is explored in the new two-hour special, **SECRETS OF BODY LANGUAGE**, premiering **Monday, October 13 at 9pm ET** on **History**[™].

Experts in non-verbal signals deconstruct, frame by frame, video footage of people from iconic moments in history, (world leaders, historic figures, celebrities, sports stars and criminals), to reveal the truth about what was really being said. From the 1945 Yalta Conference with President Franklin D. Roosevelt, Soviet Premier Joseph Stalin and British Prime Minister Winston Churchill, to 2008 presidential hopefuls Senators Barack Obama and John McCain – discover how people in the public eye try to control the way we perceive them. By decoding how they use their body language, see how subtle movements are used to persuade masses, establish power and advance careers.

Delving into the science of body language and non-verbal signals, **SECRETS OF BODY LANGUAGE** conducts revealing experiments, with the help of Georgetown University, to demonstrate the extent to which non-verbal communication influences us, even when we are totally unaware of it. From how the body language of a car salesman can influence our decision about which car to buy, to how just a glance at the photograph of a politician's face can instantly make up our minds about whether we'll vote for them or not.

SECRETS OF BODY LANGUAGE is produced for **History**[™] by Granada Productions. Executive Producer for **History**[™] is Susan Werbe. Producer and Director for Granada Productions is James Millar and Executive Producer is Liz McLeod.

History™ and History HD™ are the leading destinations for revealing, award-winning, original non-fiction series and event-driven specials that connects history with viewers in an informative, immersive and entertaining manner across multiple platforms. Programming covers a diverse variety of historical genres ranging from military history to contemporary history, technology to natural history, as well as science, archaeology and pop culture. Among the networks program offerings are hit series such as *Ax Men*, *Battle 360*, *The Universe*, *Cities of The Underworld* and *Ice Road Truckers*, as well as acclaimed specials including *King*, *Life After People*, *1968 With Tom Brokaw*, *Lost Book of Nostradamus*, *Star Wars: The Legacy Revealed* and *Sherman's March*. History has earned four Peabody Awards, four Primetime Emmy® Awards, 12 News & Documentary Emmy® Awards and received the prestigious Governor's Award from the Academy of Television Arts & Sciences for the network's Save Our History® campaign dedicated to historic preservation and history education. *Take A Veteran to School Day* is the network's latest initiative connecting America's schools and communities with veterans from all wars. History's website, located at www.History.com, is the definitive historical online source that delivers entertaining and informative content featuring broadband video, interactive timelines, maps, games podcasts and more.

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