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Media Contacts:

David Pendery
Discovery Education
240-662-6521
david_pendery@discovery.com

Michelle Russo
Discovery Communications, Inc.
240-662-2901
michelle_russo@discovery.com

**Discovery Communications Announces
Acquisition of AIMS Multimedia**

Deal Strengthens Discovery's Positions in the Education Technology Market

Silver Spring, MD (August 16, 2004) – Discovery Communications, the leading global real-world media and entertainment company, today announced the acquisition of AIMS Multimedia, an award-winning producer, publisher, and distributor of educational programs—including the DigitalCurriculum video-on-demand service. This acquisition brings new content and services to the expanding digital library of Discovery's newly formed Discovery Education business unit, extending its leadership position in digital video and multimedia-based learning.

"The acquisition of AIMS Multimedia solidifies Discovery's position as a leader and innovator in the world of digital video-based learning," said Judith A. McHale, president and CEO of Discovery Communications, Inc. "Discovery Education will continue to lead the industry with the very best educational video content and online services that engage and excite students and improve their academic performance."

Founded in 1957, AIMS Multimedia is a leading publisher and distributor of more than 8,000 educational and training multimedia programs for schools, hospitals, public libraries, colleges and universities, businesses, law enforcement agencies, health departments, and other government agencies. The company's video programs

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have received more than eight hundred awards from worldwide festivals, including the International Film and TV Festival of New York, the London Film Festival, Vancouver Film Festival, Australian Cinema, CINE, Parma, American, Columbus, National and Birmingham international film and video festivals. AIMS programs have also won the prestigious Emmy, Oscar, and Peabody awards.

In 2000, AIMS introduced DigitalCurriculum.com, an Internet-based online streaming video-on-demand curriculum library. This online subscription service allows teachers and students full access to the AIMS educational video library via the Internet.

These resources, combined with Discovery Education's *unitedstreaming* video-on-demand service, bring Discovery's online educational digital video library to over 35,000 standards-based, core-curricular video segments spanning all subject areas for kindergarten through twelfth grade, including social studies, science, history, geography, health, language arts, and math.

"Discovery Education is committed to helping educators harness the power of technology to bring classroom lessons to life," added Steve Sidel, executive vice president, Discovery Education. "AIMS Multimedia's suite of products and services will help us reach even more educators across the country with an even greater array of content that's correlated to state standards shown to increase student achievement."

Discovery Education's award-winning suite of video-based learning products includes the very best in high-quality educational programming from some of the industry's most trusted content providers, including Discovery Communications, Weston Woods, Encyclopedia Britannica, Rainbow Educational Media, Standard Deviants, and the Comprehensive Health Education Foundation. For more information, visit www.discoveryed.com.

About Discovery Communications, Inc.

Discovery Communications, Inc. is the leading global real-world media and entertainment company operating in more than 160 countries and territories reaching one billion cumulative subscribers. DCI ownership consists of four shareholders: Liberty Media Corporation (NYSE: L), Cox Communications, Inc. (NYSE: COX), Advance/Newhouse Communications and John S. Hendricks, the company's Founder and Chairman.

About Discovery Education

Discovery Education, the newly created division of Discovery Communications, Inc., is the leader in digital video and multimedia-based learning. It incorporates the existing Discovery School product line of over 750 DVDs, videos, CD-ROMs, and print resources, the recently acquired United Learning line of health-education and prevention-curriculum programs, the cutting-edge teacher and student resources of

DiscoverySchool.com, and the *unitedstreaming* digital video-on-demand application—a collection of over 2,300 core-curriculum, standards-based videos—that has been scientifically proven to increase student achievement in two independent evaluations. Discovery Education products reach over 90,000 schools across the United States, serving 1.5 million teachers and their 35 million students each year. For more information, visit www.discoveryed.com.

About AIMS Multimedia

AIMS Multimedia is a leading producer and distributor of educational multimedia programs for the education community, including DigitalCurriculum—a complete curriculum-on-demand teaching and learning system that incorporates full length videos, key concept video clips, and other supplemental educational materials. The AIMS Multimedia library includes more than 8,000 titles and has received more than 1,000 awards from worldwide festivals, as well as the prestigious Emmy, Oscar, Peabody, and Parents' Choice awards. AIMS programs are available in videocassette, DVD, laser videodisc, CD-ROM, and digital streaming video formats. More information about AIMS can be found online at www.aimsmultimedia.com.