

NEWS RELEASE

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Discovery Education and Alabama Public Television Partner to Provide Free Digital Library to All Alabama Schools

Silver Spring, MD (September 14, 2005) - Discovery Education and Alabama Public Television (APT) have joined forces to energize education in Alabama classrooms. Discovery Education's award-winning *unitedstreaming* service is the new powerhouse for APTPLUS — Alabama Public Television's online digital resource library. APTPLUS is available at no cost to every K-12 public, private, and church school and homeschoolers in Alabama, as well as schools of education at every college and university across the state.

"We're thrilled to announce this partnership with APT to provide *unitedstreaming* to every K-12 classroom in Alabama," said Steve Sidel, executive vice president, Discovery Education. "This important partnership will give educators across the state a way to bring classroom lessons alive by using the only standards-based digital video-based learning service proven to increase student achievement."

By licensing *unitedstreaming* for every K-12 school in the state and adding original productions from its vast educational collection, APT is providing educators with a customized digital video package that is specifically correlated to Alabama's educational standards. In addition to more than 4,500 video programs chaptered into content-specific video clips that can be streamed or downloaded directly into the classroom, either via the Internet or through locally hosted video servers, educators have access to more than 20,000 digital images, an interactive quiz creator, pre-produced classroom activities, teachers' guides, and other supplemental materials that make *unitedstreaming* the leading digital video-based learning resource for schools.

"APTPLUS was developed in response to a growing demand from Alabama educators for easy-to-use, standards-based classroom resources," said Allan Pizzato, executive director, Alabama Public Television. "Alabama teachers have embraced APTPLUS enthusiastically during the past two years. This partnership with Discovery Education will now double the resources we can offer. The *unitedstreaming* library is the most robust collection of digital educational materials available."

This new partnership with APT is the eighth of its kind for Discovery Education. Through strategic relationships with public television stations across the country, statewide licenses are in place in Arkansas (partner: AETN), Georgia (partner: GPB), Louisiana (partner: LPB), New York (partners: WNET, WLIW, WNED, WMHT, WXXI, WCNY, WSKG, WPBS, and Mountain Lake PBS), South Carolina (partner: ETV), Kentucky (partner: KET), and Rhode Island (partner: WSBE).

“Our Public Television partners share our mission of providing quality educational video content to help improve the classroom learning environment in schools across the country,” said Ron Reed, senior vice president, Discovery Education. “We’re excited to continue to build upon these relationships and develop new partnerships that will help support the efforts of educators nationwide.”

In addition to its statewide partnerships, Discovery Education is proud to work with public television stations in California (partner: KOCE), Mississippi (partner: MSPTV), Nevada (partner: KLVX), Pennsylvania (partners: WLVT, WVIA, and WPSX), Tennessee (partner: NPTV), Texas (partners: KLRN and KLRU), and Virginia (partners: WHRO, WBRA, and WVPT) to provide *unitedstreaming* to schools regionally. School officials in these areas can contact their local public television station to determine their eligibility to access the service.

For more information about this partnership or any of Discovery Education’s other products and services, please visit www.discoveryeducation.com or call 800-323-9084.

About Discovery Education

Discovery Education is a division of Discovery Communications, Inc., the leading global real-world media and entertainment company. The leader in digital video-based learning, Discovery Education produces and distributes high-quality digital video content in easy-to-use formats, in all core-curricular subject areas. Discovery Education is committed to creating scientifically proven, standards-based digital resources for teachers, students, and parents that make a positive impact on student learning. Through strategic partnerships with over 25 public television stations across the country, its public service initiatives, products, and joint business ventures, Discovery Education helps educators around the world engage students in the joy of learning by allowing them to explore the world and satisfy their natural curiosity. For more information, visit www.discoveryeducation.com.