

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Discovery Education and ASCD Partner to Bring Professional Development Content to *unitedstreaming*TM

Online video courses provide ongoing training for educators, administrators

Silver Spring, MD (June 21, 2004) – Discovery Education, the leader in digital video and multimedia-based learning, today announced a new partnership with the Association for Supervision and Curriculum Development (ASCD) to provide a wide range of professional and staff development video content delivered digitally via the award-winning *unitedstreaming* application.

“Teachers love the ‘any time, any place’ availability of *unitedstreaming*, and have asked us to provide the same resources for their own continuing education,” said Beth Ida Stern, product development director, Discovery Education. “We are excited to enter the realm of teacher training using this same innovative approach to teaching and learning.”

ASCD is known throughout the profession for its ability to identify educational trends and to translate research into practice. Its content addresses all aspects of effective teaching and learning, including professional development, educational leadership, and capacity building. *unitedstreaming* subscribers now have immediate access to a variety of content that reflects the conscience and content of education, all at no additional cost.

“ASCD is the first place to turn for results-based, research-driven knowledge about teaching and learning,” said John Checkley, Program Director, ASCD. “We are always looking at ways to further our mission to improve the educational experiences of students around the globe, and by partnering with Discovery

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Education, we are able to reach more educators at the local, state, and national level with content designed to improve the educational experience.”

For more information about this partnership and additional high-quality content available on *unitedstreaming*, or to sign up for a free 30-day trial subscription, please visit www.unitedstreaming.com.

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 Channel 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 2,200 core-curriculum, standards-based videos—that has been scientifically proven to increase student achievement. 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.discoveryschool.com.

About ASCD

Founded in 1943, ASCD, an international, nonprofit association, is one of the largest professional development organizations for educator leaders. It provides education information services, offers cutting-edge professional development for effective teaching and learning, and supports activities to provide educational equity for all students. ASCD's 160,000 members reside in 135 countries and include principals, teachers, superintendents, professors of education, and other educators.