

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Discovery Education and the Association for Continuing Education Partner to Bring *unitedstreaming*[™] to All Santa Clara County Schools and San Mateo County Private Schools

Award-winning video-on-demand to benefit over 286,000 students and their teachers

Silver Spring, MD (April 1, 2005) – Discovery Education, the leader in digital video and multimedia learning, today announced a new partnership with the Association for Continuing Education (ACE) to license the company's *unitedstreaming* digital video library to all public and private schools in Santa Clara County and all private schools in San Mateo County. Available immediately and at no charge to schools, *unitedstreaming* gives county educators access to over 4,000 educational videos designed to engage and excite students while helping increase their academic achievement.

"Realizing the tremendous educational potential of the Internet, ACE is generously opening doors to a world of learning opportunities for students," said Ron Reed, Senior Vice President of Sales and Integration, Discovery Education. "We're proud to partner with an organization so committed to improving the educational landscape of the greater San Francisco Bay Area."

unitedstreaming is the leading educational digital video-on-demand service, and the only service proven to increase student achievement¹. With over 4,000 available full-length, core-curriculum videos chaptered into over 40,000 content-specific video clips, educators have the ability to enhance their lesson plans with rich multimedia content that is correlated to individual state education standards. *unitedstreaming* is currently licensed to over 43,000 schools across the United States, benefiting over 19 million students and their teachers. Free 30-day trials are available at www.unitedstreaming.com.

"ACE exists to help schools take advantage of the amazing high-speed network capabilities and resources available on the Internet to improve the educational experience of students," said Martha Sessums, President, Association for Continuing Education.

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“Discovery Education’s *unitedstreaming* service is an excellent tool to harness the power of broadband to bring classroom lessons to life and improve academic performance.”

For more information about this partnership, *unitedstreaming*, or any of Discovery Education’s other products and services, please visit www.discoveryed.com or call 1-800-323-9084.

About Discovery Education

Discovery Education is a division of Discovery Communications, Inc., the leading global real-world media and entertainment company. It 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 video 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.discoveryed.com.

About Association for Continuing Education

ACE was founded in 1968 as a non-profit organization by a consortium of Bay Area corporations to deliver worksite-based education programs originating from Bay Area schools and universities using closed circuit television. With the growth of the Internet for delivering innovative education, ACE and its partners provide broadband network connections, as well as educational instruction, using a portion of ACE’s available microwave spectrum. Since 2000, ACE has delivered its services to educational institutions throughout the Bay Area and remains dedicated to the community by expanding these services. ACE continues to have the ability to deliver closed circuit television throughout the community. For more information, visit www.ace4education.org.

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¹ Two independent random-assignment, control-group studies—conducted in rural Virginia in 2002 and urban Los Angeles, California in 2004—showed statistically significant improvement in Social Studies, Science, and Math performance for students exposed to video content from *unitedstreaming* over those students not exposed to the content. Details available online at <http://www.unitedstreaming.com/publicPages/evaluation2004.cfm>