

NEWS RELEASE

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Discovery Education Acquires Health & Prevention Programs from C.H.E.F.®

Silver Spring, MD (April 19, 2005) –Discovery Education, the leader in digital video and multimedia learning, today announced the acquisition of some of the most widely used health and prevention curriculum programs in the country from Comprehensive Health Education Foundation (C.H.E.F.®). The addition of these programs will further broaden Discovery Education’s educational library with research-based content that helps students make healthy decisions and learn practical life skills they can use every day.

"Discovery Education has enjoyed a long-standing partnership with C.H.E.F. as the exclusive distributor of these fantastic programs," said Steve Sidel, Executive Vice President, Discovery Education. "We’re excited to add them to our stable of curriculum resources as we further develop new ways to positively affect the health of our nation’s youth."

With this announcement, Discovery Education will acquire six complete health and prevention curriculum programs from C.H.E.F., including:

Get Real about Violence® – K-12 curriculum program organized around three core topic areas: vulnerability to violence, contributors to violence, and alternatives to violence, with a goal of reducing violence inside and outside school walls.

Here’s Looking at You® – K-12 curriculum that emphasizes bonding with peers, family, and the community as a means to cope with stress in addition to giving students information and skills aimed at preventing substance abuse.

Youth Matters® – Prevention and character education curriculum in one program to foster positive youth development for students in grades 4-6.

Natural Helpers® – An innovative peer-helping program for students in grades 6-12 that helps make schools safer by empowering students to take care of problems before they escalate.

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Get Real about AIDS® - Innovative curriculum offering students in grades 4-12 accurate and age-appropriate information about AIDS and other STDs by helping students recognize and avoid situations that put them at risk of contracting these diseases.

Get Real about Tobacco® - A K-12 program designed to decrease the likelihood that students will start using tobacco, to encourage students who do use tobacco to quit, and to help students promote messages against the use of tobacco.

These award-winning curriculum programs are easily integrated into a variety of teaching contexts and subject areas and feature engaging lessons, discussions, and activities that actively involve students in the learning process. They serve as the foundation for Discovery Education's newest online learning resource, Discovery Health Connection—a brand-new comprehensive online library of K-12 health and prevention content that addresses the nine critical areas of youth health and prevention as outlined by the National Institutes of Health and Centers for Disease Control and Prevention.

Discovery Health Connection, a Web-based subscription service located at www.discoveryhealthconnection.com, takes traditional health and prevention curriculum kits, and, by using the power of the Internet for school-wide distribution, gives educators the ability to capture the teachable moments in the classroom with instant access to curriculum programs, teachers' guides, worksheets, videos, and extension exercises addressing health and prevention subjects including The Body, Safety, Alcohol and Other Drugs, Growth and Development, Mental Health, Tobacco, Nutrition, Violence, and Physical Activity. Each area of study is anchored by a research-based curriculum and is supplemented with a wide array of materials designed to engage students and make a positive impact on their growth and development. Discovery Health Connection also includes integrated literacy lessons to facilitate cross-curricular instruction while improving students' reading comprehension and writing skills as well.

"Discovery Education is in a unique position to touch the lives of more students across the country than ever before with innovative, online learning tools" said Larry Clark, President and C.E.O., C.H.E.F. "We have enjoyed working with Discovery Education over the years and look forward to their expanding the reach of these programs to help students live safe and healthy lives."

For more information about any of Discovery Education's products and services, please visit www.discoveryeducation.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.

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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.

About Comprehensive Health Education Foundation

Founded in 1974 and celebrating its 30th Anniversary year, Seattle-based Comprehensive Health Education Foundation (C.H.E.F.) is dedicated to promoting health and quality of life through education, addressing such important topics as childhood obesity, substance abuse, violence, HIV / AIDS, smoking, and other unhealthy behaviors. As a nationally-known nonprofit organization, C.H.E.F. develops a variety of health promotion and prevention education programs and products targeted to the early childhood, school-aged youth and healthy aging markets, and is also the developer of the innovative new *FUEL*™ video series, the first youth-inspired educational program that empowers kids to take action to improve their own lives. For more information about the new *FUEL* video series or any of C.H.E.F.'s other products and programs, please visit www.chef.org or call 1.800.323.2433.

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