

NEWS RELEASE

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Discovery Education Announces Buy One Get One Free Promotion

Limited-time unitedstreaming offer good through April 15, 2005

Silver Spring, MD (January 28, 2005) –Discovery Education, the leader in digital video and multimedia learning, today introduced a brand-new promotional offer giving a free **unitedstreaming** site license with every license purchased at list price¹. This new offer is available immediately and runs through April 15, 2005.

"We couldn't be happier with the tremendously positive response we've received from for VOD Pass free preview offer," said Ron Reed, senior vice president of sales and integration, Discovery Education. "Now, we're making it even easier for school districts across the country to find the value in using high-quality, digital video to engage their students and increase their achievement."

Released in 2001, **unitedstreaming** is the leading educational digital video-on-demand service, and the only service proven to increase student achievement. 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.

This special, limited-time promotion comes just one day after Discovery Education announced a major update to the **unitedstreaming** service—adding over 470 new video titles and several all-new features designed to help enhance usability and enable more efficient classroom integration. To take advantage of the buy one get one free offer, open to any existing or new **unitedstreaming** customers, school district representatives should call their Discovery Education sales representatives at 1-800-323-9084.

For more information about **unitedstreaming** or any of Discovery Education's other products and services, please visit www.discoveryed.com.

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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.

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¹ Free site license must be within the same school district and in the same state as the paid site license and begins on purchase date. Private schools and other single-building school districts will receive the second year free with the purchase of a one-year license. Offer may not be redeemed or exchanged for cash and may be cancelled at any time. Offer valid only in the United States.