



NEWS RELEASE

FOR IMMEDIATE RELEASE

Contacts: Stephen Wakefield, Discovery Education
240-662-2893
stephen_wakefield@discovery.com

Sandy Fash, C. Blohm & Associates, Inc.
608-839-9800
sandy@cblohm.com

Discovery Education Focuses on Professional Development with Extensive In-Person and Online Training for Educators

Dr. Carol Wetzel appointed Director of Professional Development to spearhead programming

Silver Spring, Md. (Jan. 27, 2009) – Discovery Education promotes the use of digital content in the classroom for both teaching and learning, but understands that the successful integration of media and technology are only part of a larger initiative requiring consistent training for educators at all levels. Recognizing this, Discovery Education is focusing on creating custom professional development solutions utilizing extensive in-person and online programming. The company has recently appointed Dr. Carol Wetzel as Director of Professional Development to spearhead these efforts.

A former teacher and data coach, Wetzel brings a wealth of expertise to Discovery Education. In her new role, she will lead Discovery Education's growing professional development team, overseeing implementation and programming. From development of the training team to professional development evaluation protocols, Wetzel will help to deliver high-quality and standardized training that garners measurable results. Previously, Wetzel served as a project manager and master professional developer for The Princeton Review, and most recently as a Strategic Business Development Executive for Pearson. In her new position as Director of Professional Development, Wetzel will operate out of Discovery Education's Silver Spring office and report to Scott Kinney, Vice President of Outreach and Professional Development.

"We are excited to have an executive of Dr. Wetzel's caliber join our team. She shares Discovery Education's vision of providing educators access to unparalleled expertise and perspective on how best to integrate digital media in the classroom," explained Kinney. "We do this through customizable and flexible programming, consisting of in-person, site-based training, single-subject webinars, multi-topic webinar series, and our newly-developed master's degree program with Wilkes University. Beyond this, Discovery Education continues to build capacity and support educators further with one of the nation's largest professional learning communities, the Discovery Educator Network. Her expertise will help us grow this exciting menu of professional development opportunities even further."

MORE

In addition to Dr. Wetzel's recent appointment, Discovery Education has made three additional staff changes: Alex Morrison has been promoted to Vice President of Education Sales, and Molly Hebert and Brad Hagaman have been promoted to Sales Managers.

- **Alex Morrison, Vice President - Education Sales.** Morrison has a diverse account management and sales background in media and telecommunications, having served as Director of Special Markets in Discovery Network's Affiliate Sales and Marketing division, and as Director of Client Services at Mind and Media, a web and video communications company. He is based out of Discovery Education's Silver Spring office, and oversees national digital sales efforts with Coni Rechner, Vice President, Education Sales.
- **Molly Hebert, Central Region Sales Manager.** Hebert joined Discovery Network's Affiliate Sales and Marketing division in 2004, where she managed the distribution of Discovery's networks and media services to more than 10 million subscribers. Hebert moved to Discovery Education's digital sales force in 2007, and manages sales efforts in the Central region. She is based in Discovery Education's Charlotte office.
- **Brad Hagaman, Southeast Region Sales Manager.** During his tenure at Discovery Education, Hagaman has served as the Sales Specialist for the Western region team, working with educators to implement custom digital media solutions for the classroom. Hagaman is based out of Discovery Education's Los Angeles office.

For more information on Discovery Education or its products and services, please visit www.discoveryeducation.com or call 800-323-9084.

About Discovery Education

Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) revolutionized television with Discovery Channel and is now transforming classrooms through Discovery Education. Powered by the number one nonfiction media company in the world, Discovery Education combines scientifically proven, standards-based digital media and a dynamic user community in order to empower teachers to improve student achievement. Already, more than half of all U.S. schools access Discovery Education digital services. Explore the future of education at www.discoveryeducation.com.

###