



NEWS RELEASE

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SCIENCE EDUCATION ORGANIZATIONS JOIN FORCES TO ENCOURAGE PARTICIPATION IN NATIONAL SCIENCE COMPETITION

Last Chance to Participate in 2009 Discovery Education 3M Young Scientist Challenge

Silver Spring, Md. & Minneapolis, Minn. (May 11, 2009) – Discovery Education and 3M announced today that 4-H, Science Channel, Science Olympiad, and Year of Science have signed on as partners for the 2009 Discovery Education 3M Young Scientist Challenge (YSC). All four organizations share Discovery Education and 3M’s common goal of encouraging middle school students in America to share their passion for science by entering this year’s competition.

“Studies have shown that science test scores begin to drop in middle school when interest in science begins to wane,” said Lori McFarling, Divisional Marketing Officer, Domestic Distribution and Enterprises, Discovery Communications. “We are proud to have 4-H, Science Channel, Science Olympiad, and Year of Science join us in fulfilling our mission of growing the next generation of aspiring scientific leaders.”

The Discovery Education 3M Young Scientist Challenge is the nation’s premier science competition for middle school students. All entries must be submitted online at www.youngscientistchallenge.com by **May 20, 2009**. Ten finalists will be selected in late summer to receive an all-expense paid trip to New York City to compete in the final challenge in October. The winner will receive \$50,000 in U.S. Savings Bonds (\$25,000 cash value) and the title of “America’s Top Young Scientist.”

4-H, Science Olympiad, and Year of Science join the 2009 YSC to help identify the nation’s great middle school science communicators and to encourage their entry into the competition. Science Channel is proud to once again join the YSC as the lead media partner, providing on-air support with “call for entries” interstitials playing intermittently on the network.

Entry Details

Underlining the importance of communication skills in the science field, the competition challenges middle school students residing in the United States to create a one- to two-minute video about a specific scientific concept that relates to innovative solutions for everyday life. Evaluated by a panel of judges, all video entries for the 2009 competition will be assessed based on creativity, persuasiveness, classroom

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suitability, and overall presentation. Videos will not be evaluated on production skills and may be recorded on cell phones or simple digital cameras.

The video entry should use science to create an innovative solution to one of these everyday problems:

- 1) How can I play my music system for my own enjoyment, without disturbing the rest of the house?
- 2) What can I do to the soles of my shoes to make them better perform when I skate board?
- 3) What can I do to reduce the glare on my television when I'm playing video games?
- 4) What device or method can I create which might help lower my family's heating or cooling bills?

For more information on the Discovery Education 3M Young Scientist Challenge, including submission guidelines and examples of entry videos, go to www.youngscientistchallenge.com.

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.

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$25 billion in sales, 3M employs 76,000 people worldwide and has operations in more than 60 countries. For more information, visit www.3M.com.

About 4-H

4-H is a community of six million young people across America learning leadership, citizenship, and life skills. National 4-H Council is the private sector, non-profit partner of National 4-H Headquarters (USDA). The 4-H programs are implemented by the 106 Land Grant Universities and the Cooperative Extension System through their 3,100 local Extension offices across the country. Learn more about 4-H at www.4-h.org.

About Science Channel

Science Channel is broadcast 24 hours a day and seven days a week to more than 56 million U.S. homes and simulcast on Science Channel HD. We immerse viewers in the incredible possibilities of science, from string theory and futuristic cities to accidental discoveries and outrageous inventions. We take things apart, peer inside and put things together in new and unexpected ways. We celebrate the trials, errors and brinking moments that change our lives forever. To find out more go to www.sciencechannel.com.

About Science Olympiad

Fulfilling a desire to bring excitement to science education and competitions, Science Olympiad was founded by educators Dr. Gerard Putz and Jack Cairns. What began as a grassroots assembly of science educators has now become the largest multi-discipline team science competition in the nation, with 5,300 teams competing in 47 states at the Division B & C level (grades 6-12) complemented by more than 10,000 competitive and non-competitive elementary programs. One of Science Olympiad's main goals is

to bring academic competition to the same level of recognition and praise normally reserved for athletic contests. For more information about Science Olympiad, please see <http://www.soinc.org/> or call (630) 792-1251.

About Year of Science

The scientific community is shining the national spotlight on science in 2009, by celebrating “How We Know What We Know” in a 12-month event: the Year of Science 2009 (YoS09). The goal of this national celebration is to celebrate the contributions science makes to our lives and improve public understanding about how science works, why it matters, and who scientists are. Learn more by visiting www.yearofscience2009.org.

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