



NEWS RELEASE

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NATIONAL SCIENCE COMPETITION ANNOUNCES 50 MIDDLE SCHOOL STUDENTS AS SEMIFINALISTS

Students In the Running to Be 'America's Top Young Scientist' and Win \$50,000 in U.S. Savings Bonds at Discovery Education 3M Young Scientist Challenge

Silver Spring, Md. & Minneapolis, Minn. (July 8, 2009) – Today, Discovery Education and 3M announced the top 50 middle school students from around the nation as semifinalists in the 11th annual Discovery Education 3M Young Scientist Challenge.

The semifinalists were selected based on their science communication skills exhibited in a one- to two-minute video about a specific scientific concept that relates to innovative solutions for everyday life, such as how to reduce TV glare or how to lower heating/cooling bills. All video entries were evaluated by a panel of judges, and assessed on creativity, persuasiveness, classroom suitability and overall presentation – not on video production skills.

Each semifinalist will receive \$250 and a prize package that includes a plaque honoring their science teacher or mentor. The judges will announce the top ten finalists in August, each of whom will be awarded an all-expenses paid trip to New York City to compete in the Young Scientist Challenge finals on October 6, 2009. The winner will receive \$50,000 in U.S. Savings Bonds (\$25,000 cash value) and the title of “America’s Top Young Scientist.”

“These students represent the future of science in America, and we are extremely pleased with the quality of entries for the 2009 Young Scientist Challenge,” said Bill Goodwyn, President of Discovery Education. “Together with 3M, we are excited to support the development of the next generation of American scientists, and nurture their pursuit of excellence in communicating science to others.”

As the nation’s premier science competition for middle school students, the Discovery Education 3M Young Scientist Challenge targets students in the years when research indicates their interest in science begins to fade and encourages them to explore scientific concepts and creatively communicate their findings. For more information on the challenge, including the full list of 50 semifinalists, their hometowns and ages, go to www.youngscientistchallenge.com.

MORE

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.

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