



NEWS RELEASE

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Discovery Education Launches 'Parent Corner' to Provide Free Online Tools to Support Student Academic Achievement at Home

Hallmark Cards supports program with 'Motivation Station,' the school-to-home connection that encourages student success

Research shows parents looking for tools to boost children's confidence

Silver Spring, Md. (Aug. 20, 2009) – Empowering parents to support their student's academic achievement, Discovery Education introduces Parent Corner, a free Web site filled with interactive digital content that engages learners of all ages. Situated at the intersection of home and school, Parent Corner is a trusted resource families can depend on to support teachers' classroom lessons and aid with homework.

Among Parent Corner's free resources is Motivation Station, which Discovery Education developed in partnership with Hallmark Cards. Providing creative and useful ideas for motivating students to academic excellence, Motivation Station offers tips and suggestions about fitting in at school, managing homework, dealing with sibling rivalry, and more.

A national survey sponsored by Hallmark Cards showed more than three-fourths of parents are looking for new ways to boost their children's confidence during the back-to-school season. Hallmark Cards supports parents through both the Motivation Station and a line of products that help encourage student academic achievement in a genuine, authentic way.

In addition, frequent online polls ask caregivers questions about their child's school environment to help determine the best support tools for students as provided by a variety of experts. Motivation Station also features a special tool where parents and others can design encouraging notes and cards to inspire their student's academic growth.

Parent Corner's robust Homework Help resources – including thousands of online videos, simulations, texts, and links – are useful study aids that engage students of all ages in learning. With digital content for all grades and across all disciplines, Homework Help supports academic achievement in the subjects students are currently studying in the classroom, including science, English, social studies, and mathematics.

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WebMATH, another resource featured on Parent Corner, is the perfect solution for students and parents struggling with math homework. A digital tool that generates answers to specific math questions and problems, WebMATH answers are generated and displayed in real-time, demonstrating how the solution was reached, after a user types in their math problem and clicks “solve.”

“The most successful students I’ve ever met were the products of a solid partnership between their teachers and caregivers,” said Dale Fulton, Senior Vice President of Curriculum Development, Discovery Education, and a former associate superintendent in the Montgomery County, Md., public school system. “Parent Corner provides parents and others a powerful suite of free digital resources that can help bridge the gap between home and school, and ensures that parents and other caregivers have the digital tools they need to help students continue to learn once they leave the classroom.”

Parent Corner also highlights hundreds of activities to keep students motivated and on track during school breaks. To access Parent Corner, visit <http://school.discoveryeducation.com/parents/>.

For more information products and services from Discovery Education, 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.

About Hallmark Cards, Inc.

Kansas City-based Hallmark has been helping people communicate, celebrate and connect for nearly 100 years. Hallmark greeting cards and other products can be found in more than 41,500 places in the U.S. alone, with the network of Hallmark Gold Crown stores providing the very best selection. The Hallmark brand also reaches consumers online at Hallmark.com and on television through Hallmark Hall of Fame original movies and the top-rated Hallmark Channel. In addition, Hallmark publishes products in more than 30 languages and distributes them in 100 countries across the globe. The company’s Crayola subsidiary provides fun and imaginative ways for children to colorfully express themselves. In 2008, privately held Hallmark reported consolidated net revenues of \$4.3 billion. For more information about the company, visit <http://corporate.hallmark.com/>.

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