



## NEWS RELEASE

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### **Discovery Education and Scholastic Media Renew Relationship Providing Students and Educators High-Quality Curriculum-Aligned Digital Content**

*---Partnership includes exclusive offering of *The Magic School Bus*™ series and other outstanding titles to K-12 market---*

**Silver Spring, Md.** (Aug. 24, 2009) – [Discovery Education](#) and [Scholastic Media](#) announce the continuation of their relationship providing award-winning digital content to more than half of schools nationwide through Discovery Education *streaming*. This agreement ensures Discovery Education's role as the only streaming media service to offer [The Magic School Bus](#)® series to the K-12 market. The award-winning series' engaging approach to early science education consistently ranks it among the highest viewed assets on Discovery Education *streaming*.

In addition to *The Magic School Bus*, under the new agreement, Discovery Education *streaming*'s more than one million users continue to enjoy exclusive streaming access to more than 50 Scholastic titles from series including *Dear America*®, *Horrible Histories*™, and *I Spy*™.

Discovery Education also is continuing its relationship with Scholastic subsidiary Weston Woods®. Currently, 150 Weston Woods children's literature titles are available as part of Discovery Education *streaming*'s robust content library, including such favorites as *Chrysanthemum*, *How do Dinosaurs Say Goodnight?*, and *Rikki Tikki Tavi*. Coming this fall, Discovery Education will add an additional 20 Weston Woods video titles to its collection. Discovery Education also features 135 audio books from Weston Woods in a variety of world languages, including Japanese, French, Mandarin Chinese, and Spanish.

"We are delighted to continue our relationship with Discovery Education, and are pleased that educators and students will have access to Scholastic's quality content through their Discovery Education *streaming* service," said Leslye Schaefer, Senior Vice President of Marketing and Consumer Products for Scholastic Media.

Scholastic Media is the latest media partner to renew its distribution agreement with Discovery Education. In July, PBS Distribution LLC, a joint venture between the Public Broadcasting Service (PBS) and its Boston-based affiliate WGBH, renewed its agreement. At the same time,

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Discovery Education struck new content partnerships with the *Chicago Sun-Times* and Educational Publishers LLP, a joint venture between Pearson Education and BBC Worldwide.

“Discovery Education is committed to providing educators and students the highest-quality digital content from the Discovery Communications library and the libraries of other top content providers like Scholastic Media,” said Kelli Campbell, Senior VP of Content and Product Development, Discovery Education. “Digital content has enormous potential to engage students in learning across the curriculum, and we will continue to seek only the most powerful educational media for our services.”

Discovery Education’s Curriculum Development team reviews all videos to ensure appropriateness for K-12 classrooms, creates teaching materials to accompany the videos, and segments the programs into 2-3 minute teachable moment clips. To assist in the process and to guarantee impartial review of materials, the Curriculum Development team also works in partnership with external content experts across curriculum areas, including teachers, curriculum supervisors and district-level administrators.

The only digital video-based learning resource scientifically shown to increase academic achievement, Discovery Education *streaming* enhances curriculum with up to 9,000 videos and 71,000 high-quality digital video clips, all aligned to state standards. Searchable by keyword, content area and grade level, the rich video content and other digital assets from Discovery Education can be easily integrated into curricula to engage today’s students in learning.

For more information about Discovery Education *streaming* or any other products and services from Discovery Education, please visit [www.discoveryeducation.com](http://www.discoveryeducation.com) or call 800-323-9084.

#### **About Weston Woods Studios**

Weston Woods® Studios, a division of Scholastic Media, is the leading creator of audiovisual adaptations of classic children’s picture books. Serving the school and library market as a supplemental educational resource, Weston Woods has brought such cherished films as *Where the Wild Things Are* and *Make Way for Ducklings* to generations of children. These best-loved stories are offered through retailers on DVD, as SCHOLASTIC STORYBOOK TREASURES, distributed by New Video.

#### **About Scholastic Media**

Scholastic Media, the entertainment and media division of Scholastic, is a leading producer of quality, family-oriented content across multiple platforms, including feature films, television programming, videos, interactive and audio products, and websites, and is a major developer and marketer of children's brands worldwide. For more information visit [www.scholastic.com](http://www.scholastic.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](http://www.discoveryeducation.com).