



NEWS RELEASE

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Lori McFarling Appointed Chief Marketing Officer, Discovery Education And Domestic Distribution

Silver Spring, Md. (Oct. 27, 2009) – Lori McFarling has been appointed chief marketing officer, Discovery Education and Domestic Distribution at Discovery Communications. As CMO, McFarling serves as the senior strategic marketing executive in charge of leading sales development, communications and sponsorship activities for the Discovery Education and Domestic Distribution divisions. Today’s announcement was made by Bill Goodwyn, president, Domestic Distribution and Enterprises, to whom McFarling reports.

“McFarling is a highly respected executive with an incredible track record in developing and nurturing value-building relationships with corporate partners and distributors alike,” said Goodwyn. “From supporting carriage growth across multiple networks to delivering innovative marketing and education initiatives, she has used her marketing expertise, leadership and creativity to make lasting and significant contributions to Discovery.”

A 21-year Discovery veteran, McFarling most recently served as divisional marketing officer, Discovery Education, which provides scientifically proven, standards-based digital content and resources to classrooms and teachers nationwide. In this role, she drove the expansion of the division’s sponsorship and professional development businesses, overseeing the creation and launch of customized educational programs such as the Siemens We Can Change the World Challenge with the Siemens Foundation, the nation’s only K-12 sustainability initiative. She also has led the development of the company’s first branded student travel program, Discovery Student Adventures, and built partnerships with global companies like 3M for the annual Discovery Education 3M Young Scientist Challenge. In addition, she has expanded Discovery Education’s top-notch professional development presence worldwide.

Previously, McFarling served as chief operating officer for Animal Planet and Discovery Kids Media, where she oversaw business administration, coordinating activities across the division’s business units and directing the networks’ strategies for brand extension, digital media and product development.

Prior to that, McFarling was senior vice president, distribution and marketing strategy, overseeing all aspects of Discovery’s relationships with the country’s four largest distributors, and distribution

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strategy and affiliate marketing for Discovery's stable of 13 U.S. cable networks. She also has held posts as vice president, affiliate marketing; director of TLC sales strategy and planning; and senior manager of educational outreach and development. McFarling joined Discovery in 1988 as account manager, Eastern Region, Affiliate Sales and Marketing.

Before joining Discovery, McFarling was a national accounts manager at C-SPAN in Washington, D.C. She also held sales and marketing positions with Procter and Gamble's Food Service and Lodging Division in Los Angeles.

McFarling serves on the National Education Association's Board of Directors, and is a member of the Cable & Telecommunications Association for Marketing (CTAM), Women in Cable & Telecommunications (WICT), and the Association of Cable Communicators (ACC). Among her many industry recognitions, McFarling received the industry's highest award for marketing excellence, the prestigious Vanguard Award for Marketing in 2005, was named to the "Wonder Women" class of television executives in 2006, and is a graduate of WICT's Betsy Magness Leadership Institute.

McFarling holds a bachelor's degree from the University of Colorado at Boulder. She is based at Discovery's global headquarters in Silver Spring, Md.

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 Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. For more information, please visit www.discoverycommunications.com.

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