



NEWS RELEASE

FOR IMMEDIATE RELEASE

Contacts: Stephen Wakefield, Discovery Education
240-662-2893
stephen_wakefield@discovery.com

Sandy Fash, C. Blohm & Associates
608-839-9800
sandy@cblohm.com

Discovery Education and the North Carolina Virtual Public School Partner to Provide Services Bringing the Highest Quality Digital Content to Online Students

Combination of digital content and professional development services offer online school innovative solution

Silver Spring, Md. (Feb. 4, 2010) – Offering educators and students access to streaming video, images and other digital media, the [North Carolina Virtual Public School](#) (NCVPS) has partnered with [Discovery Education](#) to improve student achievement through the integration of high-quality digital content and professional development services into online curricula.

NCVPS, the fifth largest state-led virtual school in the United States, is now offering educators and students throughout the state access to [Discovery Education streaming](#). The only digital video-based learning service scientifically shown to increase academic achievement, Discovery Education *streaming* enhances curriculum with more than 100,000 high-quality digital assets, including video clips, images, articles and more, all aligned to state standards. Searchable by keyword, content area and grade level, the video content and other digital assets from Discovery Education can be easily integrated into curricula to engage today's students in learning.

“NCVPS is committed to raising achievement and closing learning gaps for all North Carolina students by leveraging the power of world class e-learning opportunities,” said Dr. Bryan Setser, executive director of NCVPS. “Allowing our educators and students to access digital content from Discovery Education is yet another way in which we are working toward producing successful 21st century learners, professionals and leaders.”

NCVPS also selected Discovery Education to provide a comprehensive array of professional development services for its educators. This professional development ensures educators have ample opportunity to learn how to utilize new technologies and integrate them into their online curricula in an effective and valuable way.

“Providing educators new tools to engage students in learning is only half of the equation,” continued Dr. Setser. “The other half of the equation is providing the knowledge to implement those tools to their fullest potential. Discovery Education provides both the outstanding content

MORE

and effective training our educators need to reach today's technologically sophisticated students.”

In addition to providing digital content and relevant professional development, Discovery Education will continue to support the professional development of NCVPS educators with one of the nation's largest professional learning communities, the Discovery Educator Network (DEN). Through the 125,000-member strong community, educators have access to a wide range of technology training as well as a resource library of teacher-generated projects and tools.

“Discovery Education appreciates the innovative approaches NCVPS is taking to leverage digital media and e-learning opportunities to engage students, and is pleased to connect North Carolina students to thousands of high-quality resources,” said Coni Rechner, vice president of Discovery Education. “Engaging content from Discovery Education paired with the dedicated educators and administration at NCVPS is a combination that will inspire students to become life-long learners.”

For more information on Discovery Education *streaming*, Discovery Education professional development services, or any other 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.

###