



P R E S S R E L E A S E

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Discovery Education *streaming* Plus and Discovery Education Science Named 2010 CODiE Award Finalists

Services nominated as “Best Education Solution” and “Best Science Instructional Solution”

Silver Spring, Md. (Feb. 25, 2010) – The Software & Information Industry Association (SIIA) has selected Discovery Education *streaming* Plus and Discovery Education Science as finalists in the 2010 CODiE Awards. Established in 1986, the CODiE Awards celebrate outstanding achievement and vision in the software, digital information and education technology industries.

The only digital media-based learning service scientifically shown to increase academic achievement, Discovery Education *streaming* Plus’ more than 150,000 digital learning objects, including videos, interactives, images, articles, and more, integrate seamlessly into any curriculum. Aligned to state standards and tests, and searchable by keyword, content area and grade level, the rich video content and other digital assets from Discovery Education engage today’s students in learning.

Discovery Education Science is an online instructional service for elementary and middle schools supporting science inquiry with content developed for and tied to state science standards. The service provides core science content through multiple learning modalities. Coupled with a real-time assessment component that measures students’ progress, Discovery Education Science recommends individualized resources that reinforce classroom instruction.

“This is the twenty-fifth year we have recognized excellence through the CODiE Awards program,” said Ken Wasch, president of SIIA. “The competition is always tough, and in this economic climate, companies are doing even more to innovate. Excellence within the education technology industry shines through in the products selected as finalists, and we are very excited to see how the voting goes this year.”

“Discovery Education helps empower educators to improve student achievement through the integration of high-quality digital content into the core curriculum. Services such as Discovery Education *streaming* Plus and Discovery Education Science provide educators access to digital content and instructional materials that increase student engagement, address varied learning styles and promote achievement in the classroom. We are honored that SIIA and the CODiE Award judges have recognized us as a finalist in two categories,” said Kelli Campbell, Senior Vice President of Content and Product Development for Discovery Education.

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The CODiE Awards hold the distinction of being the only peer-recognition awards program in the industry, providing a unique opportunity for companies to earn the praise of their competitors. This year, 327 nominations were submitted by 124 companies, from which 88 distinguished finalists were selected by a panel of expert judges. The 25th Annual CODiE Awards will be presented at a gala event on May 24, 2010 in San Francisco.

For more information on 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.

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