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Discovery Education Boosts Support for STEM/Public Policy and Marketing Teams

Additional staff supports Discovery Education's efforts to improve student academic achievement

Silver Spring, MD (March 1, 2010) – Discovery Education announces the addition of two new leaders to its STEM/public policy and marketing teams, further enhancing programs and resources empowering educators to improve student academic achievement.

As the Director of STEM Programs and Strategic Initiatives, Kelly Denson serves as the primary contact for Discovery Education's numerous STEM projects and public policy endeavors. Denson has nearly 20 years experience in the development and oversight of programs for wide-ranging populations as evidenced by her recent positions with the Educational Testing Service (ETS). With a focus on public affairs and public policy activities, she provided intelligence to business units on issues involving K-12 and higher education, STEM, the U.S. Department of Education, workforce readiness, and other education-related topics.

Prior to ETS, Denson served as an educational consultant for The Vanguard Group, held positions at various institutions of higher and K-12 education, including Boston University and SUNY Empire State College in N.Y and taught science at the Dalton School in New York City. She has a Bachelor of Arts degree in Biological Basis of Behavior from the University of Pennsylvania, and a Master in Education degree from Harvard University. Denson will report to Discovery Education Vice President of Global Outreach and Learning Initiatives Scott Kinney, and will work closely with Discovery Communications' corporate Government Relations team.

“Decision makers in Washington, D.C. and state capitols across the country are turning their attention to improving student achievement in the STEM disciplines,” said Kinney. “Kelly’s outstanding ability to manage and explain complicated educational issues and regulation and nurture long-lasting relationships will help create an environment in which digital content and educational technologies can be leveraged to improve student academic achievement in this field so critical to our nation’s future.”

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Also joining Discovery Education's senior leadership team, Clint Perez has been named Vice President of Marketing for Discovery Education. Perez has broad-based experience in designing and implementing marketing and brand management programs for world-class brands, including Best Buy, Insignia and Apple Computer. In his new role, Perez provides comprehensive strategic oversight across a broad portfolio of Discovery Education marketing programs designed to support school districts in replicating digital curriculum success stories, student achievement and teacher effectiveness in the K-12 and higher education marketplace. In addition, Perez is charged with building strategies to leverage the Discovery brand in support of driving student engagement.

Prior to Discovery Education, Perez formulated marketing and brand strategy for Best Buy's private label business as well as the company's premium home theatre, computers, brand marketing and customer innovation divisions. In addition, he also held senior-level marketing, consulting and accounting positions with Apple Computer, Inc., KPMG Consulting and Discovery Communications, Inc. Perez has a Bachelor of Science degree in Accounting from the University of Maryland, and a Master of Business Administration degree from the University of Michigan. In this new role, Perez will report directly to Discovery Education Chief Marketing Officer Lori McFarling.

"Marketing is all about understanding, anticipating and ultimately exceeding customer needs," said McFarling. "School districts across the nation are replacing traditional textbooks with digital content as the primary instructional tool to engage students in learning. Discovery Education looks to Clint to support this transition and educators in their mission of helping each student meet their fullest academic potential."

For more information about Discovery Education, visit www.discoveryeducation.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.

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