



NEWS RELEASE

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Interactive Provincial Map Debuts on Discovery Education *streaming* Canada

Upgrade to digital media service offers tools and content to improve student achievement

Silver Spring, Md. (May 25, 2010) – Discovery Education has added an interactive Canadian map to Discovery Education *streaming* Canada, providing educators and students with even more digital resources and tools to improve student achievement.

Customized to meet the specific needs of Canadian schools, Discovery Education *streaming* Canada is the digital media-based learning service scientifically shown to increase academic achievement. Discovery Education *streaming* Canada has more than 100,000 digital learning objects, including videos, interactives, images, articles, and more, that integrate seamlessly into any curriculum. Aligned to provincial standards, and searchable by keyword, content area and grade level, the rich video content and other digital assets from Discovery Education engage Canada's media-savvy students in learning.

The service's new Atlas Canada Interactive Map provides an up-close look at each unique province and territory in Canada, supported by more than 550 video clips. The interactive map interface allows educators to easily access the resources they need to increase student engagement and boost achievement across the curriculum.

“The ever increasing importance of place-based learning has us seeking more ways to make meaningful connections to specific parts of our world,” said Dean Shareski, digital learning consultant with the Prairie South School Division, in Moose Jaw, Saskatchewan. “The new interactive Atlas in Discovery Education *streaming* Canada features Canadian specific content tied to each province. With a wide variety of video content, students will be able to experience rich learning. The inclusion of many First Nations selections makes it a powerful resource for all classrooms.”

Discovery Education *streaming* Canada's interactive map features a variety of new video resources, including *History Lands* and *Great Canadian Lakes and Rivers* by Good Earth Productions from McNabb Connolly, and *Geography, History and Attractions* by MediaMind Digital from Variety Sales.

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“The interactive map adds a new level of access and engagement to a variety of educationally-relevant and Canadian-focused digital resources,” said Andy Schaefer, Discovery Education vice president. “We look forward to furthering our partnership with Canadian educators and continuing to deliver services that support our joint mission of engaging students in learning and improving academic achievement.”

Discovery Education also continues to build capacity and support Canadian educators as they integrate digital content into instruction with the Discovery Educator Network (DEN). Through the more than 125,000 member-strong DEN, educators worldwide have access to a wide range of technology training as well as a resource library of teacher-generated projects and tools.

For more information on Discovery Education *streaming* Canada, or any of Discovery Education’s other products or services, please visit www.discoveryeducation.ca 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. Explore the future of education at www.discoveryeducation.ca.

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