



NEWS RELEASE

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DISCOVERY EDUCATION INTRODUCES U.S. GEOGRAPHY APP FOR IPHONE AND IPOD TOUCH

*First Curriculum-Based U.S. Geography App, from Nation's Leader in Digital Content
for the Classroom, Now Available on the App Store*

Engages Students with Rich Discovery Content, Sharing, Leaderboards and More

Silver Spring, Md. (June 15, 2010) – Discovery Education, the nation's leading provider of digital educational media, announces the launch of the *U.S. Geography by Discovery Education* App for iPhone and iPod touch on the App Store for download globally.

Conceived and developed in conjunction with Phunware, a leader in enterprise branded mobile application infrastructure, the *U.S. Geography by Discovery Education* App delivers a fun and educational solution to engage students in learning about United States geography. Through videos, knowledge-based challenges and games aligned to national education standards, plus a leaderboard-driven competition, Discovery Education's first app immerses students in U.S. geography concepts in a new and exciting way.

"Discovery Education is continuing to engage learners with dynamic digital content through this new app," said Kelli Campbell, senior vice president of global product and content strategy, Discovery Education. "Today's technology-fluent students are rapidly replacing static texts with digital content, using mobile devices often as their primary source of information. This new app is an extension of Discovery Education's commitment to provide compelling and enriching educational resources designed specifically for today's digital generation."

The *U.S. Geography by Discovery Education* App is designed for middle school students, but is fun and informative for all ages. The app features a robust collection of breathtaking videos, interactive gameplay, and global competition and sharing. With multimedia content hand picked by Discovery Education curriculum experts and aligned to national learning standards, the app allows users to explore seven U.S. geographic regions (Pacific, Mountain, Southwest, Midwest, Southeast, Mid-Atlantic, and New England) across six categories, such as bodies of water, culture and major cities. The *U.S. Geography by Discovery Education* App also features related

stories from [Discovery News](#). Covering everyday news through the unique and fascinating lens of science, Discovery News is updated frequently to coincide with current events.

“With so many apps targeted toward children, parents are challenged to find those that both educate and entertain,” said Tim Childers, teacher, Lake Forest Middle School, Cleveland, Tenn. “However, an app like *U.S. Geography by Discovery Education*, which combines standards-aligned content with interactive gameplay in a digital experience appealing to today’s students, is a great choice, as it reinforces classroom instruction in a fun and entertaining way.”

“Phunware is excited to partner with Discovery Education to deliver a brand new platform for learning and exploration,” said Alan S. Knitowski, chairman and CEO of Phunware. “By combining mobile, gaming, media, social networking, and core educational content, students can challenge themselves and their friends while tracking their progress and mastering new skills in a fun and engaging environment.”

The *U.S. Geography by Discovery Education* App is currently available for purchase for \$4.99 from the App Store on iPhone and iPod touch or at www.itunes.com/appstore, and will be available for the iPad later this summer.

For more information on Discovery Education, please visit www.discoveryeducation.com or call 800-323-9084.

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 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.

About Discovery Education

Discovery Communications 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 Phunware, Inc.

Phunware, Inc. is an enterprise branded mobile application infrastructure company. It specializes in navigating the complexities and challenges inherent in corporate and university centric mobile initiatives, charting a roadmap and course for success in capturing consumer "screen share" and separating enterprise brands from the underlying noise of today's mobile marketplace. With dozens of handset and platform options and seemingly infinite ways to engage mobile consumers, Phunware provides organizations of all types and sizes a proven mobile application infrastructure that can be leveraged, trusted and depended on for commercial performance and measurable results. For more information, please visit the company's web site at www.phunware.com.

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