



NEWS RELEASE

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Discovery Education Expands Content Relationships to Provide New High-Quality Curriculum-Aligned Digital Media to Educators and Students

--New agreements with BBC, Channel 4 Learning, Dr. Lodge McCammon, CBS News, Smarterville/Reading Rainbow, and Visual Classroom add robust educational media to its digital content services--

--Educators have access to best-in-class educational content from more than 200 producers worldwide--

Silver Spring, Md. (June 24, 2010) – Discovery Education announces new agreements with several leading organizations, including BBC, Smarterville/Reading Rainbow and CBS News, to further expand the content libraries of Discovery Education’s curricular services. With this additional content, the most comprehensive library of digital media available to educators will feature more than 200 producers from around the world, further providing teachers and students with relevant and engaging digital media for enhanced instruction and learning.

Through a new agreement between Discovery Education and BBC, the eight-part series, *Oceans*, will be available on Discovery Education *streaming* after airing on Planet Green this fall. Seeking to provide a better understanding of the state of our seas, the *Oceans* film team underwent a series of underwater scientific expeditions, led by a team of intrepid adventurers, including Paul Rose, Dr. Lucy Blue, Tooni Mahto, and Discovery Education’s own Chief Spokesperson for Environmental Education, Philippe Cousteau.

To immediately aid educators in engaging students in grades 6-12 on the issue of the unfolding environmental crisis in the Gulf of Mexico, *Disaster in the Gulf: A Race Against Time* has been added to Discovery Education *streaming*. Produced for the Discovery Channel by Scott Sternberg Productions, this video offers an exclusive behind-the-scenes look at the engineering efforts to stop the recent oil spill.

Also being added to Discovery Education *streaming* are 60 new Channel 4 Learning titles. Aimed at students in grades K-5, *Telling Tales* offers visually entertaining animations that take language arts classics and gives them a modern spin, while the *iMath* series contains short, visually engaging math sequences for middle school students conveyed through familiar topics like fairground rides, athletics, swimming, and more. Lastly, the *iDesign & Technology* series

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shows the real life application of design and technology in industrial commercial settings – ideal for high school students and STEM career building activities.

In addition, Discovery Education has struck agreements with several other leading organizations, offering educators and students who use Discovery Education *streaming* access to more than 230 new full length programs. Focusing on literacy and language arts, Discovery Education *streaming* users will soon be able to access the award-winning Reading Rainbow series. Colorful animation and fun music entertain and reinforce journeys through some of the most engaging and thought-provoking stories for young readers.

Discovery Education also will soon be adding 34 Dr. Lodge McCammon songs to the digital service's content library. These engaging standards-based songs provide an opportunity for students to learn challenging new concepts in science, social studies and mathematics through music. The songs can also be used to encourage students to create digital stories and music videos.

Finally, CBS News and Discovery Education will offer Discovery Education *streaming* Plus users the *20th Century* series. A historical compilation of documentaries, the *20th Century* series combines actual footage from disparate archival sources with testimonies from eyewitnesses.

Discovery Education also has partnered with Visual Classroom to add *The Language of Science*, an 18-title series providing English language learners the tools needed for academic success, to Discovery Education Science for Elementary. Produced exclusively for Discovery Education, each title will be available in both English and Spanish, allowing K-5 Spanish speakers to toggle between both languages to ensure comprehension of concepts and retention of key academic vocabulary terms related to earth and space, life and physical science topics.

“Our relationships with these organizations, and hundreds of other publishers, allow Discovery Education to continue our commitment to providing educators with current, top-quality digital content that can truly engage students of all ages on a variety of subjects,” said Kelli Campbell, senior vice president of global product and content strategy, Discovery Education.

Discovery Education's Curriculum Development team reviews all content to ensure appropriateness for K-12 classrooms, creates teaching materials to accompany the videos, and segments the programs into 2-3 minute teachable moment clips. To assist in the process and to ensure impartial review of materials, the Curriculum Development team also works in partnership with external content experts across curriculum areas, including teachers, curriculum supervisors and district-level administrators.

For more information about Discovery Education *streaming* 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.