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Sid the Science Kid® Headlines New Content Coming to Discovery Education's Digital Services

Agreement brings series content from The Jim Henson Company and KCET/Los Angeles to Discovery Education Science for Elementary users

Additional PBS NewsHour segments from MacNeil Lehrer Productions and fresh content for Discovery Education's STEM Connect to be added soon

Silver Spring, Md. (Aug. 19, 2010) – Discovery Education announces a new agreement with The Jim Henson Company to bring clips from all 40 episodes of *Sid the Science Kid*® to Discovery Education Science for Elementary in the coming months.

Following the animated adventures of Sid, an inquisitive youngster, *Sid the Science Kid* uses comedy and music to tackle questions kids have about basic scientific principles. Based on national science learning standards, cognitive learning theory and the preschool science curriculum, *Preschool Pathways to Science*, each episode is built around a single scientific theme or concept.

In addition, Discovery Education is adding 51 news segments from the award winning *PBS NewsHour* produced by MacNeil Lehrer Productions to Discovery Education *streaming* before year's end. These carefully selected segments are aligned to high school curriculum and take a straightforward, informative approach to a variety of current events topics, including: global health, energy and the environment, science and technology, and business and the economy.

Finally, this fall Discovery Education will add 16 new video resources to the STEM Connect area of Discovery Education *streaming*. Provided at no cost to Discovery Education *streaming* subscribers as part of Discovery Communications' *Be the Future* initiative, STEM Connect is a curriculum-based and career development science resource designed to fuel teacher and classroom engagement by helping students link science, technology, engineering, and mathematics to the real world. The new content being added to STEM Connect focus on a variety of careers, from robotics technicians to astrobiologists, and will help students learn more about the knowledge and skills it takes to secure STEM-related careers in a competitive global economy.

"Research shows that high quality digital content is a powerful tool with which to engage students," said Lisa O'Brien, director of content management, Discovery Education and a former

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Massachusetts public school teacher. “We are proud to bring these exciting new titles from top producers to educators across the country.”

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.

“*Sid the Science Kid*, the tremendous content from MacNeil Lehrer Productions, and the additional resources we are adding to STEM Connect are all prime examples of the top-quality digital content we are providing educators each day,” said Eric Phillips, executive vice president, Discovery Education. “Discovery Education will continue to partner with producers and publishers around the world to ensure our digital services maintain their ‘best in class’ status.”

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.

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