



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**  
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Discovery Education

### **Andrew Schaefer Named Vice President, Sales and Distribution for Discovery Education**

**Silver Spring, Md.** - It was announced today that education industry veteran, Andrew Schaefer, has been named Vice President, Sales and Distribution, for Discovery Education. The announcement was made by Bill Goodwyn, president, Domestic Distribution and Enterprises, Discovery Communications.

In his new role, Schaefer will oversee all K-12 digital sales activities for Discovery Education. This includes the distribution of *unitedstreaming*<sup>™</sup>, Discovery Education Health Connection, Discovery Education Science Connection, Discovery Education One Place and the division's other services reaching more than one million teachers and 35 million students nationwide. Schaefer takes on his new position after playing a vital role in making *unitedstreaming* the most successful and widely distributed digital video educational service in U.S. schools. In addition, he most recently oversaw the sales and distribution efforts for Discovery Education's ThinkLink assessment service where he spearheaded sales efforts that helped ThinkLink grow to reach more than 20 states in 2007.

"Andy Schaefer is the perfect choice to lead Discovery Education's key sales efforts moving forward," said Bill Goodwyn. "His strong success with ThinkLink and deep reservoir of knowledge of the needs of teachers, administrators and students will be vital as we work with the K-12 community to provide solutions for their digital educational needs."

A native of Marquette, MI, Schaefer has worked in the K-12 school business since 1999. He is a graduate of St. Norbert's College and possesses an MBA from Youngstown State University. He currently resides in Wilmette, Ill., with his family.

MORE

**About Discovery Education**

Discovery Education is a division of Discovery Communications, the leading global real-world and knowledge-based media company. The leader in digital video-based learning, Discovery Education produces and distributes high-quality digital video content in easy-to-use formats, in all core-curricular subject areas. Discovery Education is committed to creating scientifically proven, standards-based digital resources for teachers, students, and parents that make a positive impact on student learning. Through strategic partnerships with public television stations across the country, its public service initiatives, products, and joint business ventures, Discovery Education helps educators around the world harness the power of broadband and media to connect their students to a world of learning. For more information, visit [www.discoveryeducation.com](http://www.discoveryeducation.com).

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