



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Discovery Education and Bally Total Fitness Partner for COSMEO

Silver Spring, MD (September 14, 2006) – Discovery Education and Bally Total Fitness announced today a new partnership to distribute COSMEO, the new comprehensive educational and homework help website from Discovery, to Bally customers. The promotion will be available to all Bally Fitness Center members and run nationwide from Friday, September 15 through October 31.

For the next six weeks, new and existing members of Bally Fitness Centers will be offered a free two-month subscription of COSMEO. The offer will be distributed at nearly 400 Bally Fitness Centers, via e-mail to Bally members, on BallyFitness.com and at special health fairs taking place at Bally Fitness Centers on Saturday, October 14. In addition, everyone who attends the health events will receive two DVDs of Discovery Kids Channel's most popular series, ENDURANCE and HI-5.

"We're delighted to be working with Bally Total Fitness for this new partnership," said Melanie Bowen, Discovery Education's executive vice president, Home Services. "This relationship reflects both organizations' commitment to helping kids and families by bringing the exciting benefits of COSMEO to a new audience."

"We are always looking for ways to provide members with added value products and services," said Jim McDonald, CMO Bally Total Fitness. "After reviewing the COSMEO website offering it was clear that this would be a great value to them and their families."

About Bally Total Fitness

Bally Total Fitness is the largest and only nationwide commercial operator of fitness centers, with over 400 owned and franchised facilities located in 29 states, Mexico, Canada, Korea, China and the Caribbean under the Bally Total Fitness(R), Bally Sports Clubs(R) and Sports Clubs of Canada(R) brands. Bally offers a unique platform for distribution of a wide range of products and services targeted to active, fitness-conscious adult consumers.

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. Its award-winning digital learning resources are available to 30 million students across the United States. Discovery Education is committed to creating scientifically proven, standards-based digital resources for teachers, students, and parents. Through strategic partnerships with 25 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.

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