



NEWS RELEASE

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DISCOVERY EDUCATION PURCHASES CLEARVUE & SVE, Inc.

*- Acquisition Expands Discovery Education's
Video and Digital Media Product and Service Offerings -*

Bethesda, MD – Discovery Education, the nation's leading provider of on-demand digital media solutions for schools, announced today that it has acquired the Chicago-based educational media company Clearvue & SVE, Inc. An award-winning producer and distributor of videos, DVDs, and the PowerMediaPlus.com media-on-demand service, Clearvue & SVE has been serving the instructional needs of American schools for over 85 years.

Effective immediately, Discovery Education assumes responsibility for all of Clearvue & SVE's business operations. These include continued support and distribution of PowerMediaPlus.com, development of high-quality video and DVD programs, and full-service distribution of more than 10,000 programs from hundreds of publishers to library media specialists and other educational buyers. The company's operations and employees will remain based at the company's current Chicago headquarters.

"Clearvue & SVE's leadership in the educational services arena stems from its founding commitment to use audio-visual learning to drive student achievement," said Steve Sidel, president, Discovery Education. "We share this mission and, as a result, look forward to tapping into Clearvue & SVE's reservoirs of creativity and experience to provide an even more attractive array of products and services to the educational community."

"Discovery Education's acquisition of Clearvue & SVE reflects the excitement in today's educational media market. Teachers appreciate that high-quality content correlated to state

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curriculum standards and delivered through today's interactive technologies helps them engage students and measurably improves learning," said Mark Ventling, president, Clearvue & SVE, Inc. "Discovery Education is the clear leader in this field and a natural home for Clearvue & SVE's customers, employees, and products. We are delighted to be joining forces with Discovery."

About Clearvue & SVE, Inc.

A leader in K-12 educational media publishing for more than 85 years, Clearvue & SVE, Inc., has won numerous awards for its products, which include videos, DVDs, CD-ROMs, and the media-on-demand system PowerMediaPlus.com. With standards-based programs in all core disciplines—language arts, social studies, math, science, guidance, health, art, and music—Clearvue & SVE provides content in a full range of formats tailored for use in today's classroom.

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 over 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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