



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**  
Tuesday, March 20, 2007

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### **Discovery Education Launches *unitedstreaming* Plus with Statewide Deal in Iowa**

*New agreement extends unitedstreaming relationship with Iowa schools through  
2010-11 school year*

**Silver Spring, MD (Mar. 20, 2007)** – Discovery Education, a division of Discovery Communications, Inc., announced today that it has reached an agreement with the Iowa Educators Consortium to distribute its newly-launched *unitedstreaming* Plus service to all Iowa K-12 public and private schools through the 2010-2011 school year. This is Discovery Education's first state-wide distribution arrangement for *unitedstreaming* Plus.

Discovery Education's *unitedstreaming* Plus, an enhanced version of its award-winning *unitedstreaming* service, gives existing *unitedstreaming* users the ability to tap into an even wider array of digital educational content. Building on the strengths of *unitedstreaming*, *unitedstreaming* Plus features nearly 3,000 additional full-length videos, access to thousands of newly added audio resources (including famous speeches and audio books, poetry and classical music recordings) as well as the 20,000 photographic images, more than 27,000 reference articles and numerous other powerful teaching elements found in *unitedstreaming*. The *unitedstreaming* Plus service is also the only source for in-school online access to acclaimed PBS programming such as Ken Burns' *The Civil War*, *NOVA*, the Discovery Channel's acclaimed **DISCOVERY ATLAS** series and other content from the world's best educational producers.

Discovery Education's *unitedstreaming* is the leading digital video education service used in U.S. schools and the only one scientifically proven to increase student achievement. The service includes a powerful selection of more than 4,000 full-length videos and other valuable features including photography, encyclopedia and reference articles, tools for curriculum development, assignment creation, quiz and test building and more. Led by *unitedstreaming*, Discovery Education school services also include Discovery Education Science Connection, Discovery Education ThinkLink Assessment, PowerMediaPlus.com and Discovery Health Connection, which collectively, are used by more than one million educators and reach more than 35 million students nationwide.

“We are delighted to be able to deepen and expand our relationship with Iowa schools, educators and students with *unitedstreaming* Plus,” said Steve Sidel, president of Discovery Education. “The Iowa Educators Consortium has been a pioneer in using digital media to enhance student performance and we are pleased that we can partner with them to offer even more resources to drive academic success.”

“We look forward to our continued relationship with Discovery Education’s *unitedstreaming*. In extending our current contract with *unitedstreaming*, it lets all of our Iowa teachers and students know that they will have continuity of a product they have come to enjoy and rely on,” added Jon Wibbels, Chair, Iowa Area Education Agency Media Directors.

### **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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