



NEWS RELEASE

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Discovery Education Helps Schools Earn While Students Learn Through New COSMEO Fundraising Initiative

*Thousands of Schools and School Districts Nationwide Participating in
"Learning Adds Up" Program to Provide Revenue for Schools*

Silver Spring, MD (Sept. 26, 2006) – This Fall, Discovery Education is partnering with schools nationwide to launch "Learning Adds Up" (www.learningaddsup.com), a new fundraising initiative that allows learning and earning to go hand-in-hand. Schools and districts participating in Discovery Education's program can raise funds through the sale of subscriptions to COSMEO, the most comprehensive online homework help service for K-12 students.

Currently, more than 2,900 schools and school districts, including schools across New York City, Baltimore City Public Schools, Columbus City School District in Ohio and Wichita Public Schools, are signed up to participate in "Learning Adds Up." Unlike other supplemental fundraising programs, "Learning Adds Up" packs a double fundraising punch, giving it the potential to change how schools and school districts raise money. When a school sells a subscription to COSMEO, it benefits not only from the initial sale, but also receives revenue for as long as the subscription remains active. Schools can then use this money without restriction for needs such as computer equipment, books, core instructional resources such as after-school tutoring, school clubs and more.

Any organization associated with K-12 public, private, parochial or military schools within the United States can enroll. All participating schools or organizations must be tax-exempt organizations with a 501(c) (3) or tax-exempt letter. Parents, teachers, school administrators and PTA/PTO organizations can also sign their school up to participate.

COSMEO also provides a compelling fundraising alternative for schools moving away from candy and junk food sales. "Everyone wins with this fundraising model, because parents are purchasing a product that reinforces what their kids learn in school, and the school receives much-needed resources," says Carole Gooden, a teacher and distance

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learning specialist in Florida who is currently engaging schools in her district to participate in Learning Adds Up.

COSMEO is correlated to grade level and state curriculum standards, and provides easy-to-digest homework help for all key subject areas: science, math, social studies, English, health, art and music. COSMEO features include more than 30,000 educational video clips that make complex topics easier to understand; 15,000 interactive quizzes; 20,000 high-resolution images and clip art; hundreds of interactive brain games, online reference materials and more.

“I’m especially proud of the ‘Learning Adds Up’ program, because it allows Discovery Education to express its gratitude to the educational community for its support of Discovery over the past 20 years,” said Ron Reed, executive vice president, School Services, Discovery Education. “This is a terrific way for parents to support their children’s educational experiences outside the classroom and their children’s schools simultaneously.”

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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