



NEWS RELEASE

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PowerMediaPlus.com Introduces Innovative New Features and Content to Service

Additions Enhance User Experiences for Educators and Students in 20,000 K-12 Schools

Silver Spring, Md. (February 6, 2007) – Discovery Education announced today new upgrades to its cutting-edge media-on-demand service, PowerMediaPlus.com, that will improve the efficiency of locating content, create an even more dynamic user experience and increase the overall amount of curriculum-oriented media available.

The upgrade includes the introduction of a content evaluation system that allows users to rate videos and other media enabling the service to make recommendations based on the user's preferences and behavior. PowerMediaPlus.com will also employ the use of tags for users to search keyword content, creating "tag clouds" that represent a new approach to browsing the media on the site, where users can locate content based on other educators' classifications. On the homepage, dynamic content of more interest to the user, such as new titles and current events, will be displayed prominently.

New content added to the service includes more than 100 new video titles and hundreds of new podcast episodes. The videos – from educational media publishers such as Intelcom, Marsh Media, Media Rich Learning, and Colman Communications – include a number of titles in both English and Spanish. New podcast episodes created by educators across the country cover topics as varied as nature to technology and from basic elementary skills to state testing preparation. Users have embraced PowerMediaPlus.com's podcasting section, keeping the area fresh and new with continually growing podcast topics and episodes.

"Today's students are technology-savvy, and we need to keep developing interactive ways to engage and appeal to their different learning styles," said Kelli Campbell, VP of Discovery Education. "By continuously upgrading PowerMediaPlus.com, we are demonstrating our commitment to improving the service and delivering high-quality content that can be customized to fit every educator's needs."

Discovery Education acquired the Chicago-based educational media company Clearvue & SVE, Inc., an award-winning producer and distributor of videos, DVDs, and the PowerMediaPlus.com

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media-on-demand service, in June 2006. With 50,000 multimedia components, including videos, concept clips, audio files, podcasts, still images, and print resources as well state-of-the-art curriculum integration tools, PowerMediaPlus.com offers an innovative and affordable media-on-demand system designed for 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 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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