



## NEWS RELEASE

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### **DISCOVERY EDUCATION INTRODUCES NEW SENIOR MANAGEMENT TEAM TO BETTER SERVE THE NEEDS OF U.S. SCHOOLS**

**Silver Spring, MD** – Bill Goodwyn, President of Domestic Distribution and Enterprises for Discovery Communications, Inc., today announced the members of the new senior management team for Discovery Education, bringing a collective wealth of educational experience to the division as it focuses its efforts on building its K-12 business.

Under Discovery Education's new streamlined structure, the following functions will report directly to Goodwyn: Strategy and Business Development, Sales and Distribution, Product & Content Development, Special Markets and Operations, and Marketing.

“With the incredible educational experience this new team possesses, Discovery Education is well-positioned to deepen our focus on providing educators with the best digital media products to help them become more effective in the classroom and in increasing student achievement,” said Goodwyn. “I am confident that the team's knowledge, creativity and passion for education will have a major impact on successfully serving our nation's schools, administrators, educators and students.”

The members of the new senior management team include: Johnjoe Farragher, Senior Vice President, Strategy and Business Development; Andrew Schaefer, Vice President, Sales and Distribution; Kelli Campbell, Vice President, Product & Content Development; Devin Cheema, Vice President, Special Markets and Operations; Coni Rechner, Vice President, Marketing, and Steve Sidel, President, Discovery Education.

- Johnjoe Farragher, Senior Vice President, Strategy and Business Development. Formerly Senior Vice President of Sales for Discovery Education, Farragher's new responsibilities include formulating strategic partnerships and setting and executing the division's strategies for expanding the distribution of its K-12 digital services and hard copy products both domestically and internationally. Farragher joined United Learning in 1993, which Discovery acquired in 2003, and has been one of the key architects behind the success of Discovery Education's K-12 business. He was one of two developers of *unitedstreaming*<sup>™</sup> – the digital video-on-demand service that is the division's flagship product – and has since led the sales growth of the service. Joel Jacobson has been promoted to Vice President, Strategy and Business Development and will report to Farragher.

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- Andrew Schaefer, Vice President, Sales and Distribution. In his new role, Schaefer will oversee all K-12 digital sales activities for Discovery Education. He joined United Learning in 1999. Schaefer most recently oversaw the sales and distribution efforts for Discovery Education's ThinkLink assessment service, where he spearheaded sales efforts that helped the service grow to reach more than 20 states in 2007.
- Kelli Campbell, Vice President, Product & Content Development. With more than 15 years of media experience, including nine in K-12 educational products, Campbell brings a vast knowledge of digital media development to Discovery Education. In her new role she will lead product development, content development, and IT functions, overseeing all products and services including *unitedstreaming*, as well as newer services such as Discovery Education Science Connection. Campbell had been serving as Acting General Manager for Clearvue & SVE since joining Discovery in June, 2006 as part of that acquisition. She started with Clearvue & SVE in 1998 and oversaw the development and launch of the award-winning PowerMediaPlus.com media-on-demand system. Matt Schabes, Director, Systems Development, will report directly to Campbell and is responsible for strategy, technology planning, and application development for Discovery Education's online products and business systems.
- Devin Cheema, Vice President, Special Markets and Operations. In this new capacity, Cheema is responsible for content rights and acquisitions, sponsorships and partnerships for Discovery Education. She is also in charge of the day-to-day operations of the division. Previously, Cheema served as the Vice President of Contract Administration and Operations for Discovery Education. Joining Discovery in 2000, Cheema has worked in Legal Affairs where she focused on Education before officially joining the division.
- Coni Rechner, Vice President, Marketing. Rechner will continue to oversee all business, trade and consumer marketing and advertising efforts for Discovery Education's products and services. With 13 years of experience working with K-12 administrators and teachers to increase student achievement through the use of media, Rechner is passionate about transforming the education environment to meet the needs of today's students. Scott Kinney, Director, Discovery Educator Network, will report to Rechner. Kinney will oversee all aspects of the Discovery Educator Network, a global community of educators passionate about utilizing digital media, sharing resources, collaborating and learning together.

In addition to these executive promotions, Steve Sidel will continue serving as President of Discovery Education and will focus on growing Discovery Education ThinkLink Assessment's suite of services and COSMEO, the direct-to-home service. Under Sidel's leadership, *unitedstreaming* has experienced tremendous growth and the division has become a very significant asset for Discovery.

Jacqueline Shrago, will continue as Senior Vice President for Discovery Education and will report to Sidel, overseeing the division's K-12 student assessment product. Before joining Discovery Education, Shrago led ThinkLink Learning, which was established by Vanderbilt University in 2000 and acquired by Discovery in 2006. ThinkLink focuses on the use of formative assessment to improve K-12 student learning and performance. Shrago has a career that spans 30 years in technology-based executive management positions.

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She worked with the Governor of Tennessee to manage the implementation of the Internet in all of Tennessee's K-12th grade schools, and was responsible for the design of web-based professional development tools used by 20,000 Tennessee teachers. Hardin Daniel, Director of Educational Assessment: Sales and Development, will report to Shrago and oversee Sales and Marketing, Customer Support, and Training and Professional Development for Discovery Education's ThinkLink assessment service.

Rounding off the senior executive team is Dale Fulton, who will continue to serve as chief curriculum advisor for Discovery Education.

Moving forward, Discovery Education and the new management team's mission will be to:

**Continue to grow our digital services.** By building on the success of *unitedstreaming*, Discovery Education will continue to provide exciting new resources to engage and inform students. The leading digital video education service used in U.S. schools, *unitedstreaming* is the only one scientifically proven to increase student achievement. Discovery Education's 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 over 35 million students nationwide.

**Target specific educator needs.** Discovery Education's services will help educators and administrators meet key NCLB requirements and statewide standards.

**Introduce groundbreaking content.** Discovery Education will take advantage of its access to landmark programming like **PLANET EARTH** and **DISCOVERY ATLAS** to find new ways to integrate content from our family of networks into our school services.

### **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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