



NEWS RELEASE

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Ironworks Helps Discovery Education Provide Resources for Teachers Through Online Teacher's Store

RICHMOND, Va. (August 17, 2006) – Ironworks, a project-based technology-consulting firm, has helped Discovery Education re-launch its popular online Teacher's Store, where teachers can purchase videos and multimedia products to engage their students. The new Teacher's Store, at <http://teacherstore.discovery.com>, allows educators to search over 6,000 titles by subject, grade level or product type. Educators can also share the products they have found with fellow teachers or save them to their own wish list.

The Teacher's Store also provides educators with access to content standards, MARC records and teachers' guides at no extra charge. In addition, teachers can read customer ratings and industry reviews of products and preview video clips.

"Ironworks helped us streamline our Web site to make finding resources much easier for time-conscious teachers," said Alicia Levi, vice president of publishing for Discovery Education. "The improved Web site allows teachers to view specific course requirements for each grade level while shopping for classroom tools. And the new user-friendly search and check-out options will speed up the overall shopping process. We look forward to adding new titles each semester and playing a role in the learning process of our leaders of tomorrow."

Ironworks provided information architecture, usability testing, interface design and development services to optimize the site content, feature layout and navigation of the Teacher's Store.

"Ironworks is proud to work with such a well respected organization as Discovery Education and to help provide teachers with these valuable resources," said Bhadresh Patel, a principal of Ironworks. "We know from experience that a Web site customized to meet the exact needs of its target audience – in this case teachers – will generate higher revenues for the parent company."

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About Ironworks Consulting

Ironworks is a project-based consulting firm with one mission – never fail a client. The firm specializes in the use of Web technologies to solve business problems through the combination of strategy, technology and design. Ironworks has earned a reputation for delivering on what it promises, deploying a team of experts on every engagement and completing projects on time and on budget. The firm offers expertise to clients nationwide in the practice areas of IT Strategy, Program Management, User Experience, Content Management and Portal Development, Business Intelligence, and Custom Application Development. Ironworks operates from offices in Richmond, Va. and Raleigh, N.C. For more information on Ironworks, visit www.ironworks.com.

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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