



NEWS RELEASE

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Discovery Education and WGBH Boston Partner to Deliver Highly Acclaimed PBS Series to U.S. Schools

Silver Spring, MD and Boston, MA (Oct. 17, 2006) – Discovery Education and leading PBS station WGBH Boston today announced a new media partnership that will provide digital distribution of some of the station’s most highly acclaimed kids’ programs to schools across the United States.

Discovery Education will offer notable PBS series *ARTHUR*, *BETWEEN THE LIONS*, *POSTCARDS FROM BUSTER*, *BUILDING BIG* and the Daytime Emmy-winning® series *PEEP AND THE BIG WIDE WORLD* (produced by WGBH and 9 Story Entertainment in association with TVOntario and Discovery Kids) to schools through its digital learning services. The four PBS programs will be included in Discovery Education’s recently launched PBS Media Pack, while *PEEP AND THE BIG WIDE WORLD* will be accessible to schools via its award-winning broadband streaming service *unitedstreaming*.

“This new collaboration with WGBH is an important and exciting expansion of our digital offerings and helps us to further our mission of providing educators with the resources they need to engage students in learning,” said Steven Sidel, president, Discovery Education. “We are pleased to be able to provide schools, teachers and kids access to some of the finest educational content being produced today.”

“For WGBH, this partnership with Discovery Education represents a wonderful opportunity to bring the best of public television programming to schools across the country,” said Melissa Hench Adams, Director of WGBH Boston Video. “Through this agreement, we hope to broaden the reach of our educational resources to more teachers nationwide and we look forward to working alongside Discovery Education to achieve this goal.”

In May 2006, Discovery Education and PBS announced a major multi-year media deal that allows Discovery Education to digitally distribute landmark PBS programming to schools across the country. PBS titles that are available through Discovery Education include *THE CIVIL WAR* and other Ken Burns documentaries; *FREEDOM: A HISTORY OF US*; the complete

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CYBERCHASE SERIES; and selected episodes from WGBH's *NOVA*, *AMERICAN EXPERIENCE*, *FRONTLINE* series, and others. With the addition of the WGBH programs, Discovery Education will offer more than 500 titles through its PBS Media Pack.

Schools nationwide have the opportunity to receive the PBS Media Pack as a supplement to *unitedstreaming*. As with all content delivered through *unitedstreaming*, the PBS programs are correlated to state curriculum standards, chaptered into content-specific video clips and offered for teachers to stream or download for instructional use.

Discovery Education is a leading provider of broadband educational videostreaming content and services in the United States. Discovery Education's *unitedstreaming* services reaches more than 30 million students across the nation, and is the only digital video-based learning resource scientifically proven to increase academic achievement. Featuring 50,000 content-specific video clips, *unitedstreaming* allows teachers and students to integrate the accessibility of broadband delivered content into the classroom.

About WGBH Boston

WGBH Boston is America's preeminent public broadcasting producer, the source of fully one-third of PBS's prime-time lineup, along with some of public television's best-known lifestyle shows and children's programs and many public radio favorites. WGBH is the number one producer of Web sites on pbs.org, one of the most trafficked dot-org Web sites in the world. WGBH is a pioneer in educational multimedia and in technologies and services that make media accessible to the 36 million Americans who rely on captioning or video descriptions. WGBH has been recognized with hundreds of honors: Emmys, Peabodys, duPont-Columbia Awards...even two Oscars. In 2002, WGBH was honored with a special institutional Peabody Award for 50 years of excellence. For more information visit www.wgbh.org.

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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