

NEWS RELEASE

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Media Contacts:

David Pendery
Discovery Education
301-272-2526
david_pendery@discovery.com

Charlene Blohm
C. Blohm & Associates
608-839-9800
charlene@cblohm.com

Discovery Education Announces Major Discovery Health Connection Updates

Expanded content, streamlined features added at no additional charge

Silver Spring, MD (October 26, 2005) – Discovery Education today unveiled a complete update and redesign of Discovery Health Connection—the only digital health and prevention education resource to incorporate complete K-12 classroom curriculum programs covering nine critical topics of youth health and prevention education. Discovery Health Connection now includes sixteen complete curriculum programs, three Center for Substance Abuse Prevention (CSAP) Model Programs, complete correlations to every state’s educational standards, and more than 100 new literacy lessons. Recently shown to promote significant improvements in reading comprehension in an independent, scientific study, Discovery Health Connection is seeing rapid adoption across the United States just eight months after its debut.

“Discovery Health Connection gives teachers the tools they need to help their students develop the skills to make more well-informed choices and live healthier, safer lives,” said Steve Sidel, executive vice president, Discovery Education. “Every day, students are faced with difficult decisions that affect their health and well-being, and Discovery Health Connection is helping to address those issues more efficiently and effectively than ever before.”

Discovery Education has streamlined the Discovery Health Connection user interface to make it even easier for teachers to find materials to help their students live well. Added to the already robust library of content are new programs that have been proven effective in independent evaluations and have been endorsed by authoritative educational organizations, including *Safe Dates*, *keepin’ It REAL*, and *STARS for Families*—recognized as CSAP Model Programs—and *Get Real about Violence*—recognized by the Office of Juvenile Justice and Delinquency Prevention as a Model Program.

State departments of education in Wyoming, Florida, Kansas, Utah, West Virginia, and Alabama have partnered with Discovery Education to make Discovery Health Connection available to every school district in each state. Additionally, working through the Indiana

Association of Educational Service Centers (IAESC), Indiana's nine ESCs applied for and received Safe and Drug-Free Schools state activities funds in order to provide drug abuse and violence prevention education through the utilization of the Discovery Health Connection service.

"I am always searching for new and better ways to do my job, and I believe Discovery Health Connection will be an asset to our school system," said Angie Johnson, Hanley Middle School Counselor, Roanoke, Alabama.

Discovery Health Connection (www.discoveryhealthconnection.com) is a Web-based subscription service that combines traditional health and prevention curriculum programs with teachers' guides, worksheets, videos, extension exercises, and literacy lessons designed to facilitate cross-curricular instruction while improving students' reading comprehension and writing skills—as evidenced in a recent independent evaluation of the service. On average, students whose teachers used Discovery Health Connection's literacy lessons as part of their classroom curriculum experienced a 5% greater improvement in reading comprehension than those students whose teachers did not use the service.

Using the power of the Internet for school-wide distribution, Discovery Health Connection gives educators the ability to capture the teachable moments in the classroom with instant access wide array of materials designed to engage students and make a positive impact on their growth and development. It features curriculum programs in nine critical areas of youth health and prevention education, as outlined by the Centers for Disease Control and Prevention and the National Institutes of Health, including The Body, Safety, Alcohol and Other Drugs, Growth and Development, Mental Health, Tobacco, Nutrition, Violence, and Physical Activity.

For more information about Discovery Health Connection, or any of Discovery Education's other products and services, please visit www.discoveryeducation.com or call 1-800-323-9084.

About Discovery Education

Discovery Education is a division of Discovery Communications, Inc., the leading global real-world media and entertainment 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.