

NEWS RELEASE

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Discovery Education Connects Indiana Schools to On-Demand Health and Prevention Resources

Silver Spring, MD (September 14, 2005) – Discovery Education, the leader in digital video-based learning, and the Indiana Association of Educational Service Centers (IAESC) are working together to provide educators across the state with access to Discovery Health Connection—a brand-new, comprehensive online library of K-12 health and prevention content that addresses critical areas of youth health and prevention while also helping to improve student literacy skills.

"Every day, students across the country are faced with difficult decisions that affect their health and well-being," said Steve Sidel, Executive Vice President, Discovery Education. "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."

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 to resources that address critical health and prevention subjects including The Body, Safety, Alcohol and Other Drugs, Growth and Development, Mental Health, Tobacco, Nutrition, Violence, and Physical Activity. Discovery Health Connection is anchored by research-based curricula and is supplemented with a wide array of materials designed to engage students and make a positive impact on their growth and development.

"Directors of the state's education service centers review many potential programs for our member schools, and we are extremely impressed with what Discovery Education has to offer," said Roger E. Smith, chairman, Indiana Association of Education Service Centers. "Discovery Health Connection is clearly in an elite class of outstanding programs, offering the most comprehensive health and prevention library of curriculum materials available."

Working through the Indiana Association of Educational Service Centers, 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 utilization of the Discovery Health Connection service. These grant funds have been designated for introductory sessions, training, and site license discounts for Indiana schools. Hundreds of schools across the state have already signed on, and IAESC members are coordinating efforts with schools in their areas to help them take advantage of this powerful resource.

For more information about this partnership, 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. It produces and distributes high-quality digital video content in easy-to-use formats, in all core-curricular subject areas. The leader in digital video-based learning, Discovery Education is committed to creating scientifically proven, standards-based video resources for teachers, students, and parents that make a positive impact on student achievement. 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 engage students in the joy of learning by allowing them to explore the world and satisfy their natural curiosity. For more information, visit www.discoveryeducation.com.