

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 Connects Students to Improved Reading Comprehension

New scientific research shows Discovery Health Connection improves literacy skills

Silver Spring, MD (June 29, 2005) – Discovery Education, the leader in digital video-based learning, today announced the results of an independent evaluation of the new Discovery Health Connection online health and prevention curriculum service. This new study, conducted in Southern Virginia between February and May 2005, showed substantial improvement in reading comprehension when teachers integrate literacy lessons from Discovery Health Connection into their classroom curriculum.

“Discovery Education continues to develop the highest quality digital educational resources proven through independent scientific evaluations to increase student achievement,” said Steve Sidel, executive vice president, Discovery Education.

“Discovery Health Connection gives educators a convenient and effective means to address student health education while facilitating cross-curricular instruction through the integration of literacy strategies that improve overall reading comprehension.”

Approximately 1,150 4th and 5th grade students from 25 Southern Virginia elementary schools participated in the study. Early in February, each student was given a pre-test to assess basic reading comprehension, and at the end of May, post-test assessments were given to gauge overall improvement. Throughout the evaluation period, teachers assigned to experimental group classes incorporated approximately ten literacy lessons from Discovery Health Connection into their regular classroom curriculum, while teachers in control group classrooms continued with their traditional program. The posttest results showed a statistically significant improvement of 5% greater for experimental group students versus those not exposed to the Discovery Health Connection literacy lessons.

“The results of our research indicated that mean reading comprehension was substantially higher for those students exposed to the Discovery Health Connection literacy lessons than those whose teachers did not use the service,” said Frank Boster, Lead Evaluator and President of Mason, Michigan-based Cometrika, the company conducting the evaluation.

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 multidisciplinary instruction while improving students’ reading comprehension and writing skills. Using the power of the Internet for school-wide distribution, it 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.

For more information about these research results, Discovery Health Connection, or any other Discovery Education products and services, please visit www.discoveryeducation.com or call 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.