

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Discovery Education Announces "Explore Your World with Discovery School" Promotion

Silver Spring, MD (September 14, 2005) –Discovery Education, the leader in digital video-based learning, today announced the "Explore Your World with Discovery School" promotion. Beginning today, every Discovery School hardcopy product item ordered will ship with a "passport" game piece giving customers a chance to win one of more than 1,000 prizes through an instant win "peel & reveal" sticker. These prizes include:

- 500 Discovery Education teacher tote-bags
- 400 Discovery School DVDs
- 100 Discovery-branded DVD players

Each passport also includes a unique promotional code and instructions for entering the code at www.discoveryschool.com/explore to be eligible for the Grand Prize drawing: a Discovery-themed teacher getaway trip for two to one of three exotic locations: Tortola, British Virgin Islands; the Mii Amo Spa in Sedona, Arizona; or London, England and Paris, France. Every passport includes a promotional code, so the more products purchased, the more chances customers have to win. The Grand Prize drawing will be held on February 1, 2006 from all eligible online entries, and the winner will be notified by mail.

With over 150 new DVD and VHS titles for the fall, the award-winning Discovery School product line is a passport to a world of exploration for teachers and students everywhere. It covers a broad range of core-curricular topics in more than 25 subject areas for elementary and secondary education, and all Discovery School products are correlated to national standards and include complete lesson plans for easy integration into existing curriculum. Specific content, ordering, and pricing information is available at www.discoveryschool.com or by calling 888-892-3484.

For more information about any of Discovery Education's other products and services, please visit www.discoveryeducation.com.

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 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.

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