

# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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### **Discovery Education and Iowa Area Education Agencies Partner to Provide *unitedstreaming* to All K-12 Schools Statewide**

*Two-year agreement benefits nearly 500,000 students across the state*

**Silver Spring, MD** (August 30, 2004) – Discovery Education, the leader in digital video and multimedia-based learning, today announced a new agreement with the Iowa Educators Consortium to provide *unitedstreaming* to all accredited K-12 schools in the state. Working with the approval of the media directors of the Area Education Agencies of Iowa, the agreement gives educators and students across the state unlimited anytime access to the only educational video-on-demand application shown through rigorous scientific evaluation to increase student achievement.

“Discovery Education has enjoyed a long-standing, successful business relationship with the AEAs as video customers,” said Ron Reed, vice president, Discovery Education. “Working together with them to now provide *unitedstreaming* to Iowa’s educators is a natural progression of this partnership. We look forward to providing them with the very best video learning resources for years to come.”

Already licensed to more than 26,000 schools across the United States, *unitedstreaming* is the leading educational digital video-on-demand application, and the only service that has been shown to increase student achievement. Two random-assignment, control group studies—conducted in rural Virginia in 2002 and urban Los Angeles, California in 2004—showed significant improvement in Social Studies, Science, and Math performance for students exposed to video content from *unitedstreaming* over those students not exposed to the content. With over 2,300

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full-length, core-curriculum videos chaptered into over 23,000 content-specific video clips, educators have the ability to augment their lesson plans with rich multimedia content that is correlated to individual state education standards. The service also includes a high-resolution image library, interactive quiz center, black line masters and teachers' guides, and a calendar of events that ties video content to important dates in history. *unitedstreaming* currently benefits over 10.5 million students and their teachers.

"Consortium advisory committees surveyed multiple vendors to determine the best product/cost value for our schools, and we chose *unitedstreaming* for its high-quality content, service, and ease of use," said Jerry Cochrane, Coordinator, Iowa Educators Consortium. "We've enjoyed the relationships we've built with the staff at Discovery Education and are looking forward to continuing to work with them to provide our teachers and students with the best educational resources available."

For more information about this partnership, additional high-quality content available on *unitedstreaming*, or a 30-day free trial subscription, please visit [www.unitedstreaming.com](http://www.unitedstreaming.com).

#### **About Discovery Education**

Discovery Education, the newly created division of Discovery Communications, Inc., is the leader in digital video and multimedia-based learning. It incorporates the existing Discovery School product line of over 750 DVDs, videos, CD-ROMs, and print resources, the recently acquired United Learning line of health-education and prevention-curriculum programs, the cutting-edge teacher and student resources of [DiscoverySchool.com](http://DiscoverySchool.com), and the *unitedstreaming* digital video-on-demand application—a collection of over 2,300 core-curriculum, standards-based videos—that has been scientifically proven to increase student achievement in two independent evaluations. Discovery Education products reach over 90,000 schools across the United States, serving 1.5 million teachers and their 35 million students each year. For more information, visit [www.discoveryed.com](http://www.discoveryed.com).

#### **About the Iowa Educators Consortium**

The Iowa Educators Consortium, IEC, is an initiative of the Iowa Area Education Agencies. Iowa AEAs formed the IEC as an independent, tax-exempt, nonprofit institution supporting the mission of the Area Education Agencies. The primary function of the IEC is to provide a voluntary purchasing program for K-12 schools by bringing all statewide school purchasing programs under one legal umbrella and one fiscal management group. IEC purchases allow schools to take advantage of aggressive pricing based on the purchasing volume of many Iowa schools. For more information, visit [www.iec-ia.org](http://www.iec-ia.org).