

# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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### **Montgomery County Public Schools Chooses Discovery Education's *unitedstreaming*<sup>TM</sup>**

*Award-winning video-on-demand to benefit over 139,000 students and their teachers*

**Silver Spring, MD** (April 15, 2005) – Discovery Education, the leader in digital video and multimedia learning, today announced a new four-year partnership with Montgomery County Public Schools to bring the company's *unitedstreaming* video-on-demand service to every public school classroom in the county. Available immediately, *unitedstreaming* gives county educators the ability to improve the classroom learning environment and increase the academic achievement of their students by harnessing the power of the Internet to deliver educational video to the classroom more efficiently and effectively than ever before. Discovery Communications, Inc. President and CEO, Judith A. McHale, and Montgomery County Public Schools Superintendent, Dr. Jerry Weast, made the announcement.

"As a company that benefits from the hard work and dedication of this county's residents, we're thrilled to be partnering with Montgomery County Public Schools," said McHale. "Education has always been part of Discovery's DNA, and as we approach our 20<sup>th</sup> anniversary this year, we will continue to use new technologies to help students gain the knowledge and skills necessary to succeed in the information age."

*unitedstreaming* is the leading educational digital video-on-demand service, and the only service proven to increase student achievement<sup>1</sup>. With over 4,000 available full-length, core-curriculum videos chaptered into over 40,000 content-specific video clips, educators have the ability to enhance their lesson plans with rich multimedia content that is correlated to individual state education standards. *unitedstreaming* is currently licensed to over 43,000 schools across the United States, benefiting over 19 million students and their teachers. Free 30-day trials are available at [www.unitedstreaming.com](http://www.unitedstreaming.com).

“Discovery’s approach to digital video-based learning is a great complement to our mission of using innovative technology to transform the educational experience,” said Dr. Weast. “The *unitedstreaming* service is not only an excellent tool to support standards-based instruction, but also an incredible door to endless learning opportunities.”

For more information about this partnership, *unitedstreaming*, or any of Discovery Education’s other products and services, please visit [www.discoveryeducation.com](http://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. Discovery Education is committed to creating scientifically proven, standards-based video 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](http://www.discoveryeducation.com).

### **About Montgomery County Public Schools**

Montgomery County Public Schools (MCPS), located in the Washington D.C. suburbs, is the 17th largest school system in the United States. Nearly 140,000 students from 164 countries and speaking 128 languages are enrolled in 192 schools. Recognized as a national leader in early childhood education, MCPS’s Early Success initiative in Kindergarten through Grade 2 has produced substantial gains in reading skills among students learning English and those most impacted by poverty—effectively narrowing the achievement gap by race and ethnicity. Twenty MCPS high schools have been recognized by Newsweek magazine as among the best in America for the high number of students taking Advanced Placement and International Baccalaureate tests. The class of 2004 set a record high average SAT score of 1102 with an 80 % participation rate. MCPS recently has been named the winner of Maryland’s most prestigious award for organizational performance excellence—the U.S. Senate Productivity Award. For more information, visit [www.mcps.k12.md.us](http://www.mcps.k12.md.us).

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<sup>1</sup> Two independent random-assignment, control-group studies—conducted in rural Virginia in 2002 and urban Los Angeles, California in 2004—showed statistically 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. Details available online at <http://www.unitedstreaming.com/publicPages/evaluation2004.cfm>