



united learning

A DIVISION OF DISCOVERY COMMUNICATIONS

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United Learning President Chosen for *Digital Media Magazine's* Digital Media 100

List highlights the top innovators in the digital media industry

EVANSTON, IL (February 25, 2004) – United Learning, a division of Discovery Communications, Inc., today announced the inclusion of company President Ron Reed at number 37 on the *Digital Media Magazine* Digital Media 100 list. Appearing in the inaugural January/February 2004 issue, the list is comprised of significant leaders, influencers, and innovators of the digital industry.

“It’s an incredible honor to be included among such a prestigious group of digital media professionals,” said Reed. “We’re proud of the contributions we’ve made in the areas of digital media delivery and of the recognition we’ve received for our efforts to integrate streaming media technology in the classroom.”

An executive industry panel working with the editors of *Digital Media Magazine* compiled the Digital Media 100 from hundreds of nominees from around the world. Reed was included for his work to develop United Learning’s *unitedstreaming* product – the only scientifically proven, standards-based, core-curriculum, digital video-on-demand application for the educational market. Others on the list include executives from Microsoft, Apple, Macromedia, and United Learning’s parent company, Discovery Communications, Inc.

“It’s exciting to see a company like United Learning, with a long standing history in education, embracing technology and successfully providing educators with high-quality interactive multimedia video that students can use instantly and easily,” added Peggy Miles, Executive Editor, *Digital Media Magazine*.

About United Learning

Founded in 1954 to bring high-quality educational content into the classroom, United Learning is a division of Discovery Communications, Inc., the leading global real-world media company, and creator of the Discovery Channel. Currently available to over 25,000 schools and 10.5 million students, the company’s flagship product, *unitedstreaming*, is an Internet-based video-on-demand delivery system, the only standards-based digital video application shown to increase student achievement in an independent scientific evaluation. The evaluation showed an average improvement of 12.6% in students exposed to content from *unitedstreaming* over those students not

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exposed to the content. A collection of over 2,200 videos and 22,000 video clips all correlated to individual state education standards, *unitedstreaming* also includes a high-resolution image library, interactive quiz center, black line masters, teachers guides and a calendar of events that ties video content to important dates in history. United Learning also offers a full range of health and prevention products and videos available through a worldwide network of distributors in over 100 countries. United Learning celebrates 50 years of helping people learn and stay healthy in April 2004. For more information, visit www.unitedlearning.com.

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