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**DISCOVERY COMMUNICATIONS ANNOUNCES THE PROMOTION OF
STEVE SIDEL TO PRESIDENT, DISCOVERY EDUCATION**

New Organizational Structure To Expand Digital Video Services To Both School And Home

Silver Spring, MD— Discovery Communications today announced the promotion of Steve Sidel to President of Discovery Education and a new structure for the division that creates two separate business units – Discovery Education, School Services and Discovery Education, Home Services. Judith McHale, President and CEO of Discovery Communications, to whom Sidel reports, made the announcement.

By creating two separate business units, Discovery hopes to capitalize on the growing market for digital learning by providing services to consumers in the nation’s school system as well as directly in the home with distinct business operations focused on each market. Sidel will oversee the combined division and all operations for Discovery Education, School Services and Discovery Education, Home Services with an Executive Vice President running each business unit reporting to him.

“Steve has done an excellent job in creating a dynamic set of business opportunities in digital learning. Under his continued leadership, this new structure allows Discovery to deepen our relationship with a growing consumer base interested in using broadband technologies to help their children improve academic performance,” said Ms. McHale. “Teachers and parents trust Discovery as a quality source of information and by providing digital content to both schools and directly into

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the home, Discovery is able to extend the utility of our core programming and the reach of our brands onto new platforms.”

Sidel joined Discovery Communications in 1997 in the Legal Affairs department, becoming Senior Vice President, Deputy Counsel in July 2001 and in March 2004, Sidel was named Executive Vice President, Discovery Education.

To lead Discovery Education, School Services and the core *unitedstreaming* product, Sidel has promoted Ron Reed to Executive Vice President, School Services. A search is currently underway for the head of Discovery Education, Home Services.

With over 4,500 full-length, core-curriculum video programs chaptered into content-specific video clips, *unitedstreaming* offers educators a scientifically proven resource to enhance their lesson plans with rich multimedia content that is correlated to individual state education standards. Licensed to over 70,000 schools across the United States, *unitedstreaming* benefits over 30 million students and their teachers.

As Executive Vice President, School Services, Reed will oversee Discovery’s entire school business, including the launch of new premium services that will further assist teachers in creating learning break-throughs in the classroom. Under his leadership as Senior Vice President, Sales and Integration, Reed grew Discovery’s digital school business exponentially, exceeding school distribution and usage goals for *unitedstreaming*, Discovery’s flagship school service.

The Discovery Education home service, an online interactive schoolwork help tool that will enable students to achieve academic breakthroughs at home, builds on the proven success of *unitedstreaming* and will be launched nationally in the coming weeks.

About Discovery Education

Discovery Education is a division of Discovery Communications, the leading global real-world and knowledge-based media 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

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helps educators around the world harness the power of broadband and media to connect their students to a world of learning. For more information, visit www.discoveryeducation.com.

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