



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### **DISCOVERY COMMUNICATIONS, INC., ANNOUNCES DISCOVERY EDUCATION, NEW BUSINESS INITIATIVE**

*- Steve Sidel named Executive Vice President in charge of Discovery Education -*

Silver Spring, MD -- Discovery Communications, Inc., the leading global real-world media and entertainment company, announced today the formation of a new business initiative, Discovery Education. Discovery Education, will combine the newly acquired United Learning, Inc. and the existing in-school activities of Discovery Channel School, positioning Discovery as the market leader in video based learning.

“Discovery Education will strengthen Discovery’s strategic position in the education content business and will serve the company’s goal of providing educators, students, parents and others with the highest quality video content available for educational purposes,” said Judith A. McHale, President and COO, Discovery Communications, Inc.

Through its acquisition last fall of United Learning, a producer and distributor of audiovisual, health and prevention educational products and services, Discovery Education now operates the leading school-focused video streaming service. Currently available to over 26,000 subscribing schools and their 10.5 million students, *unitedstreaming*, is a video-on-demand delivery system and the only digital video application shown to increase student achievement. Winner of numerous industry awards and accolades, *unitedstreaming* positions Discovery at the forefront of video-based learning.

To manage the Discovery Education initiative, Steve Sidel has been named as Executive Vice President, Discovery Education and the head of the new management team. Sidel joined Discovery in April 1997 as Director, Legal Affairs. He was named Vice

President, Legal Affairs in September 1998, and Senior Vice President, Deputy General Counsel in July 2001. Sidel will report directly to Judith A. McHale.

Discovery Education will incorporate the activities of Discovery Channel School with United Learning to create a fully integrated education media business. Discovery Channel School is currently a leading provider of media content to America's classrooms, offering teachers a growing line of educational video, print, and multi-media resources. Drawing much of its content from Discovery Networks programming, its product line includes more than 600 videos, CD-ROMS and print resources tailor-made for use in today's classrooms. Discovery Channel School products reach 90,000 K-12 schools, 1.5 million teachers and benefit 35 million students each year.

Discovery's educational initiatives have received numerous honors including several Distinguished Achievement awards from the Association of Educational Publishers and a Daytime Emmy nomination for its public service classroom series *Assignment Discovery*.

Discovery Communications, Inc. is the leading global real-world media and entertainment company. DCI has grown from its core property, the Discovery Channel, first launched in the United States in 1985, to current global operations in more than 155 countries and territories with one billion cumulative subscribers. DCI's 33 networks of distinctive programming represent 14 entertainment brands including TLC, Animal Planet, Travel Channel, Discovery Health Channel, Discovery Kids, Discovery Times Channel, The Science Channel, Discovery Wings Channel, Discovery Home Channel, Discovery en Español, HD Theater and Fit TV. DCI's other properties consist of Discovery.com and 120 Discovery Channel retail stores. DCI also distributes BBC America in the United States. DCI's ownership consists of four shareholders: Liberty Media Corporation (NYSE: L), Cox Communications, Inc. (NYSE: COX), Advance/Newhouse Communications and John S. Hendricks, the Company's Founder, Chairman and CEO.

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