



united learning

A DIVISION OF DISCOVERY COMMUNICATIONS

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United Learning Bolsters Health Education Programs

New video content from Sunburst and Slim Goodbody added to [unitedstreaming](#)[™].

EVANSTON, IL (November 20, 2003) – United Learning, a division of Discovery Communications, Inc., today announced the addition of 160 new videos to its *unitedstreaming* Internet video-on-demand application. The videos, from Sunburst Visual Media and Slim Goodbody, focus on health education and prevention topics addressing fitness, school violence and bullying, substance abuse, and other social skills and decision-making issues. Access to these new video titles is automatically provided to all *unitedstreaming* subscribers at no additional charge.

“Educators understand the importance of health education, teaching social skills, and the need to address these issues in conjunction with traditional subjects,” said Joel Altschul, CEO, United Learning. “We recognize that need as part of our mission to help people learn and stay healthy. We are committed to providing quality educational content that tackles these important subject areas.”

According to the Centers for Disease Control and Prevention (CDC), 20 to 30 percent of U.S. children between the ages of 6-19 are overweight and nearly 10 percent of U.S. children ages 12-17 have experimented with illicit drugs. The health education and prevention content on *unitedstreaming* can be used to effectively reinforce the National Health Education Standards—tools for creating a comprehensive curriculum driven toward changing behavior and building lifelong good health habits.

United Learning continues to improve and expand its online educational curriculum and reinforce its dedication to health education. The well-rounded digital offerings of *unitedstreaming* have earned the company nine awards in 2003 for technological innovation and educational commitment. For more information about *unitedstreaming* or any of United Learning’s products, visit www.unitedlearning.com or call 800-323-9084.

About Slim Goodbody

Slim Goodbody, played by John Burstein, has been a favorite character of children since 1975. He is featured regularly on television programming for CBS, Nickelodeon, USA Cable, and PBS. Burstein created the character of Slim Goodbody to help teach children about their own bodies. He is a two-time winner of the Parent’s Choice Award and winner of the Healthy American Fitness Leader Award presented by the President’s Council on Physical Fitness and Sports. Wearing a bodysuit that shows the human anatomy, Slim uses original songs, dance, humor, and adventure to teach children about their own bodies and help them become physically fit.

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About Sunburst Visual Media

Sunburst Visual Media publishes award-winning guidance and health videos, DVDs and printed materials for the K-12 school market. The company's products provide support and high-quality resources for educators as they create curriculum for the classroom topics of character education, career education, conflict resolution, family life, parent education, drug prevention and violence prevention. Top selling Sunburst titles include *Anger! You Can Handle It* and *Gossiping, Taunting, Bullying-It's All Harassment*. The publisher, based in Hawthorne, NY, is a division of Global Video LLC, a School Specialty company. School Specialty, Inc., the "Educator's Marketplace," is the largest direct marketer of supplemental educational products to schools and teachers for pre-kindergarten through twelfth grade in the United States.

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. The company now offers more than 2,000 standards-based, core-curriculum videos and 20,000 video clips, as well as health education and prevention programs for schools and communities in all 50 states and over 100 countries. In addition to VHS and DVD content, the company launched *unitedstreaming*, an award-winning, research-validated video-on-demand streaming and downloading subscription service, in 2001 that is now available to ten million students in more than 24,000 schools across the United States. For more information, visit www.unitedlearning.com or call 800-323-9084.

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