



united learning

A DIVISION OF DISCOVERY COMMUNICATIONS

FOR IMMEDIATE RELEASE

United Learning Partners with Award-Winning Ripple Effects to Prevent Risky Behavior *Age-appropriate software addresses need in health curriculum.*

EVANSTON, IL (November 5, 2003) – United Learning, a division of Discovery Communications, Inc., today announced a partnership with Ripple Effects, Inc. to distribute *Relate for Kids*, *Relate for Teens*, and *Right Now*—skill-building programs to positively impact social behavior in school and at home. This line of interactive multimedia products is based on a social learning system designed to utilize technology to positively change social behavior.

“United Learning is excited to use the latest technology to help students build social skills, promote a healthy lifestyle, and prevent risky behavior,” said Joel Altschul, CEO, United Learning. “This area of the curriculum is just as important to well-developed students as academic subjects, and the Ripple Effects programs were developed in a way that can really make a difference for students.”

The software includes an intuitive interface that features searchable topics, video true stories, peer modeling of key skills, step by step behavioral training, interactive games, self profiles, and a journal to help students build the necessary skills to keep themselves free of drugs, alcohol, tobacco and violence.

“United Learning shares our commitment to using science-based, effective, user-friendly strategies in both academic and non-academic settings,” added Alice Ray, CEO and Founder, Ripple Effects. “As a well-established and respected educational materials distributor, they will help our products reach a wider audience.”

Much attention has been paid to cultural sensitivity, flexibility of use for multiple settings, and the accommodation of different learning styles. Ripple Effects’ products meet these needs and have won more than 24 awards from the education, health, software, and communications industries, rave reviews from both users and experts, and have undergone scientific evaluations of their effectiveness. For more information visit www.unitedlearning.com

About Ripple Effects

Ripple Effects, Inc. develops effective, scalable, social learning software that positively changes social behavior. Founded in 1997 by social learning expert Alice Ray, and technology innovator Sarah Berg, the company has taken complex, disjointed social learning research and developed an integrated, technology-based social learning system. Ripple Effects released its flagship product, *Relate for Teens*, in the fall of 1998. It has since translated its learning system into an entire line of products for students ages 7 to 17 and the adults who work with them.

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

-more-

1560 SHERMAN AVENUE | SUITE 100 | EVANSTON, IL 60201
847.328.6700 | 800.323.9084 | FAX 847.328.6706
WWW.UNITEDLEARNING.COM | WWW.UNITEDSTREAMING.COM



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.

-30-

Media Contacts:

David Pendery, United Learning
800-323-9084 x128 (dpendery@unitedlearning.com)

Sarah Berg, Ripple Effects
415-227-1669 x307 (sberg@rippleeffects.com)

Charlene Blohm, C. Blohm & Associates
(charlene@cblohm.com)