



**united learning**

A DIVISION OF DISCOVERY COMMUNICATIONS

**FOR IMMEDIATE RELEASE**

**Teachers Choose *unitedstreaming*<sup>TM</sup>!**  
*Application earns Learning Magazine 2004 Teachers' Choice Award.*

**EVANSTON, IL** (October 15, 2003) – United Learning today announced it has received a *Learning Magazine* 2004 Teachers' Choice Award for its flagship product, *unitedstreaming*<sup>TM</sup>. In its tenth year, the *Learning Magazine* Teachers' Choice Award program is the only one of its kind judged entirely by teachers in real classroom environments.

"We designed the *unitedstreaming* application to enable teachers to integrate multimedia content into their lessons," said Ron Reed, President, United Learning. "We're honored to be chosen for this prestigious award by the teachers who actually use our service."

Chosen from a pool of over 400 products, *unitedstreaming* was one of only 64 to meet the meticulous standards set by *Learning Magazine's* teacher judges across the country. Products were evaluated on quality, instructional value, ease of use, and innovation, and will be featured in the January 2004 issue of *Learning Magazine*.

**About *Learning Magazine's* Teachers' Choice Awards**

Now in its tenth year, the Teachers' Choice Awards recognize excellence in classroom products. Experienced K-6 teachers evaluate entries through a rigorous two-stage process in real classrooms. Textbooks, software, games, books, and craft products are reviewed for quality, instructional value, ease of use, and innovation. *Learning* magazine is devoted to K-6 teachers and teaching. It is a definitive resource for products and services for successful teaching. It features profiles of educational products, information about programs, grants and contests and access to free educational materials.

**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](http://www.unitedlearning.com) or call 800-323-9084.

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**Media Contacts:**

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

Charlene Blohm, C. Blohm & Associates  
([charlene@cblohm.com](mailto:charlene@cblohm.com))

1560 SHERMAN AVENUE | SUITE 100 | EVANSTON, IL 60201  
847.328.6700 | 800.323.9084 | FAX 847.328.6706  
[WWW.UNITEDLEARNING.COM](http://WWW.UNITEDLEARNING.COM) | [WWW.UNITEDSTREAMING.COM](http://WWW.UNITEDSTREAMING.COM)

