

NEWS RELEASE

FOR IMMEDIATE RELEASE

Media Contacts:

David Pendery
Discovery Education
800-323-9084 x128
david_pendery@discovery.com

Charlene Blohm
C. Blohm & Associates
608-839-9800
charlene@cblohm.com

Discovery Education Announces Major Initiative to Provide *unitedstreaming* to Every U.S. Public School District “*unitedstreaming*TM VOD Pass” unveiled today

Silver Spring, MD (June 21, 2004) – Discovery Education, the newly created division of Discovery Communications, Inc., today introduced the ***unitedstreaming* VOD Pass** – a comprehensive new initiative designed to make the power of standards-based, digital video-on-demand available to every public school district in the United States. The ***unitedstreaming* VOD Pass** provides free access for one school building in every U.S. public school district that does not already subscribe to the service. It is available from July 1, 2004 through June 30, 2005,

“By providing the *unitedstreaming* VOD Pass to every non-subscribing public school district, we’re introducing educators across the country to the only video-based learning offering scientifically proven to improve student performance in math, science, and social studies,” said Steve Sidel, executive vice president, Discovery Education. “*unitedstreaming* allows educators to harness the power of the Internet to bring classroom lessons to life and engage students in the joy and wonder of learning. Extending the mission of Discovery Communications to the world of education, *unitedstreaming* delivers high-quality educational video content to classrooms to help students explore their world and satisfy their natural curiosity.”

To apply for the ***unitedstreaming* VOD Pass**, district instructional technology coordinators can log on to this initiative’s Web site <http://vod.unitedstreaming.com>. Once eligibility is verified, information and instructions for accessing the *unitedstreaming* service will be provided via email. Discovery Education account

-more-

managers will be available to coordinate initial telephone and online training for the instructional technology coordinators and teachers at the selected school. Ongoing training throughout the trial period is also available to ensure that teachers and students get the maximum benefits from the service.

Already licensed to more than 26,000 schools across the United States, *unitedstreaming* is the premiere Internet-based video-on-demand delivery system and the only standards-based digital video application shown to increase student achievement in two independent, scientific evaluations. The evaluations, conducted in rural Virginia and urban Los Angeles, California, showed substantial improvement in Social Studies, Science, and Math scores for students exposed to content from *unitedstreaming* over those students not exposed to the content. A collection of over 2,200 videos and 22,000 video clips all correlated to individual state education standards, *unitedstreaming* also includes a high-resolution image library, interactive quiz center, black line masters and teachers' guides, and a calendar of events that ties video and image content to important dates in history. For more information, visit www.unitedstreaming.com.

About Discovery Education

Discovery Education, the newly created division of Discovery Communications, Inc., is the leader in digital video and multimedia-based learning. It incorporates the existing Discovery School product line of over 750 DVDs, videos, CD-ROMs, and print resources, the recently acquired United Learning line of health-education and prevention-curriculum programs, the cutting-edge teacher and student resources of DiscoverySchool.com, and the *unitedstreaming* digital video-on-demand application—a collection of over 2,200 core-curriculum, standards-based videos—that has been scientifically proven to increase student achievement in two independent evaluations. Discovery Education products reach over 90,000 schools across the United States, serving 1.5 million teachers and their 35 million students each year. For more information, visit www.discoveryschool.com.