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DISCOVERY COMMUNICATIONS ANNOUNCES THE GLOBAL LAUNCH OF TLC

- *TLC to be the Most Widely Distributed Female Lifestyle Network in Pay-TV Reaching 75 Markets and More Than 100 Million Households Outside the U.S.-*
- *LA Ink's Kat Von D to Flip the Switch on TLC for the First Time in Norway March 4 -*

BRUSSELS and SILVER SPRING, Md., March 3, 2010 – Discovery Communications today announced the global launch of TLC, one of the fastest-growing female lifestyle channels in the United States and home to top-rated shows including *LA Ink*, *Cake Boss*, and *Say Yes to the Dress*. The international version of TLC will have its global launch on March 4 in Norway and will be available in more than 75 markets reaching more than 100 million households by Spring 2011, making it the most widely distributed female lifestyle channel brand in pay-TV. The announcement will be made today at Cable Congress 2010 in Brussels by Mark Hollinger, president and CEO of Discovery Networks International.

"TLC has become one of the strongest television networks in the United States, demonstrating creative leadership across a wide range of lifestyle categories," said Hollinger. "With the extension of this female-driven franchise across the world, we are creating a powerful complement to Discovery Channel in our global brand portfolio that will provide our distribution and advertising partners with an unmatched offering of quality content for female and family audiences."

The global launch of TLC will begin in Norway on March 4 at 9 p.m. local time. The channel will be available on the Canal Digital, GET and Lyse platforms. *LA Ink* star Kat Von D will headline a special VIP event in Oslo with key industry clients, partners and members of the media. She will lead the countdown to the network's premiere of *LA Ink*.

The programming on TLC will include inspiring content focused on lifestyle, travel, the environment, parenting, home improvement and gripping human interest stories. In addition to the lifestyle programming already available on TLC in the United States, the international female channel will provide high-quality factual entertainment programming from across Discovery's vast portfolio of channels including Investigation Discovery, Planet Green and Animal Planet, along with newly commissioned programming of regional interest.

TLC joins Discovery Communications' portfolio of global brands that also include Discovery Channel, available in more than 180 markets; Animal Planet, available in more than 170 markets; Discovery Science, available in more than 100 markets; ID: Investigation Discovery, available in more than 20 markets; and Discovery HD, available in more than 60 markets around the world.

In 2009, TLC in the United States delivered its highest ratings in five years, with an increase of 13% in the key female demographic. The network currently ranks as the number eight network in the United States for Women 25-54 and has 10 new and returning series that average over one million total viewers including *Cake Boss*, *19 Kids and Counting*, *Police Women of Maricopa County*, *The Little Couple*, *What Not to Wear*, *Ultimate Cake Off*, *Toddlers and Tiaras*, *American Chopper*, *Little People*, *Big World* and *LA Ink*.

About TLC

TLC, one of the fastest-growing female lifestyle channels in the United States, is a new global lifestyle channel targeting women featuring inspiring lifestyle and factual entertainment focused on travel, the environment, parenting, home improvement and gripping human interest stories. By Spring 2011, the international TLC offering will be available in more than 75 markets, reaching more than 100 million households outside the United States, making it the most widely distributed female lifestyle channel brand in pay-TV.

About Discovery Communications

Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 180 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, Animal Planet, Discovery Science and Discovery HD, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. Discovery Networks International distributes 20 international brands, reaching nearly 970 million cumulative subscribers with programming available in 38 languages. For more information please visit www.discoverycommunications.com.

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