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**PLANET GREEN CELEBRATES THE 40TH ANNIVERSARY OF EARTH DAY
WITH ALL-NEW EARTH MONTH EVENT**

*--Throughout April, Planet Green Will Present Premiere Programming and Fresh Online
Content at PlanetGreen.com and TreeHugger.com--*

--Earth Day New York Names Planet Green Official Media Partner for 2010--

(New York, NY)—Planet Green—television’s destination for conscious living—is introducing EARTH MONTH, a multiplatform celebration of the 40th anniversary of Earth Day, with elements on-air, online and in the community. Throughout the month of April, Planet Green will highlight the innovators at the forefront of the sustainable living movement by offering all-new compelling programming, including the world premiere of **TREEHUGGER TV**, season three of network favorite **WASTED** and the U.S. premieres of two notable documentaries. EARTH MONTH also will offer extensive original online content at Planet Green’s leading Web destinations, PlanetGreen.com and TreeHugger.com. Around the New York metropolitan area, April will bring an enhanced presence for Planet Green, as the network has been named an official media partner for Earth Day New York.

“Central to Planet Green’s mission is a steadfast reverence for the planet and a deep passion for conscious living,” said Laura Michalchyshyn, President and General Manager, Planet Green, Discovery Health, FitTV, PlanetGreen.com and TreeHugger.com. “With EARTH MONTH, we’re communicating that sustainability is about daily living and is something we should think about all year, while celebrating Earth Day on April 22. By presenting diverse, entertaining programming and informative on-line offerings, Planet Green is seeking to inspire our audience to take action and trigger lasting change.”

On Tuesday, April 20, at 8 PM (ET), Planet Green will debut **TREEHUGGER TV**, the first installment of an all-new four-part series inspired by the online lifestyle brand. Comedian Faith Salie leads viewers through each 30-minute episode, presenting an irreverent and provocative look at pressing topics from around the globe—everything from air quality, to exopolitics, to the unexpected value of time capsules. Through these stories, **TREEHUGGER TV** will deconstruct and redefine the meaning of the word “treehugger” from the crunchy-granola stereotype to describe an innovative, adventurous change-agent working to create a better tomorrow.

EARTH MONTH also will feature programming from VERGE, Planet Green’s all-new primetime programming block, including the all-new series **FUTURE FOOD, on Tuesdays at 10 PM (ET)**. **FUTURE FOOD** follows the two most dangerous creative minds in modern cuisine, Moto Restaurant's Homaro Cantu and Ben Roche, as they go between the kitchen, the laboratory and the streets of Chicago in an effort to discover the dishes of tomorrow. VERGE will also air a special episode of **30 DAYS: OFF THE GRID on Monday, April 19 at 9 PM (ET)**, chronicling the journey of two 30-year-old American professionals who uproot themselves and move to an “eco village” in Missouri to live 100% off the grid. As part of Planet Green’s new 24-hour daily programming schedule, VERGE airs seven days a week, from 8 PM through 11 PM (ET), repeating on the West Coast.

On Wednesday, April 21, at 8 PM (ET), viewers can turn to VERGE for the world-premiere third season of **WASTED**. In the Planet Green original, actress, author and activist Annabelle Gurwitch proves that American homeowners can adopt healthier, environmentally-friendly lifestyles—and save money at the same time.

EARTH MONTH’s programming slate also will feature the U.S. premieres of two notable documentaries:

- **THE AGE OF STUPID**
U.S Premiere on Saturday, April 17 at 10 PM (ET)
Oscar-nominated actor Pete Postlethwaite (*In the Name of the Father, Brassed Off, The Usual Suspects*) stars as an old man living in the devastated world of 2055. After watching “archive” footage from 2008, he is left with one burning question: Why didn’t we stop climate change when we had the chance? **THE AGE OF STUPID** is directed by Franny Armstrong.

- **THE SUZUKI DIARIES**

U.S. Premiere on Monday, April 19 at 10 PM (ET)

THE SUZUKI DIARIES follows legendary environmentalist David Suzuki and his daughter Sarika on a road trip throughout Europe as they explore what a sustainable future might be like. Together, David and Sarika find ideas, innovation and inspiring individuals who prove that sustainability does not have to mean sacrificing quality of life. **THE SUZUKI DIARIES** is produced by Canadian Broadcasting Corporation.

Planet Green also is proud to serve as an official media partner for Earth Day New York and the organization's call-to-action, "Be the E." In celebration of Earth Day's 40th anniversary, Planet Green will support the E campaign and several Earth Day celebrations throughout the New York metropolitan area, including events at Grand Central Terminal and Times Square. In addition, Planet Green will launch an integrated multiplatform campaign in support of Earth Day New York's efforts beginning Thursday, April 1.

Online, TreeHugger.com and PlanetGreen.com team up to provide the ultimate resource for Earth Day news and events, highlighting the individuals, activities and ideas that define the event. In honor of the 40th anniversary, TreeHugger.com will feature a historical look at the observance and the "green heroes" who have dedicated their lives to advancing environmentalism. In addition, TreeHugger.com correspondents will be hitting the coolest Earth Day events across the country, providing first-hand accounts of the action. TreeHugger.com also will feature the second annual "Best of Green," a guide to the best and brightest products, companies and people across 150 categories. This year, readers will have the chance to vote in the first-ever Readers' Choice Awards in 40 different categories.

At PlanetGreen.com, the focus will be on the best solutions for the future of our Earth, beyond the traditional definitions of going green—from food, to technology, to investing with social responsibility. Tapping into the visionaries whose big ideas will shape our world, PlanetGreen.com will show how we can leverage all the green actions that are occurring, and will provide readers with information on how to volunteer their own time and resources.

TREEHUGGER TV is produced for Planet Green by Free Range Media LLC. For Planet Green, Lynn Sadofsky and Jeff Hasler are executive producers, and for Free Range Media LLC, David Metzler and Jo Honig are executive producers. **WASTED** is produced for Planet Green by Lion TV. For Planet Green, Lynn Sadofsky and Jeff Hasler are executive producers, and for Lion TV, Antony Tackaberry and Allison Corn are executive producers, Elaine Kavanagh is series producer.

About Planet Green:

Planet Green is the multiplatform media destination for people looking for something new. Launched on June 4, 2008, Planet Green is following the evolving conversation about sustainability and is the entertainment brand that champions the visionaries who move our world forward in small and large ways. Planet Green and its two robust Web sites, planetgreen.com and TreeHugger.com, offer unique, insightful and inspiring content related to how we can evolve to live a better, brighter future. Planet Green's original programming, digital tools and content will entertain, educate and activate.

About Discovery Communications

Discovery Communications (DISCA, DISCB, DISCK) is the world's number one nonfiction media company, reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. For more information, please visit www.discoverycommunications.com.

About Earth Day New York:

Earth Day New York (EDNY) was founded in late 1989 by a broad coalition of environmental groups to celebrate the 20th anniversary of Earth Day in New York City. It is a nonprofit organization with the mission of serving as a catalyst for ongoing education, action and change to help preserve the environment. Earth Day New York promotes environmental awareness and solutions through a three-pronged program: involving schools, teachers and students through the Earth Day Education Program; educating public and private policymakers through conferences and publications; and involving the general public in Earth Day events.

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