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DISCOVERY KIDS **FALL 2009 PROGRAMMING HIGHLIGHTS**

ABOUT DISCOVERY KIDS

This fall, Discovery Kids will continue to provide more of the entertaining, high-quality programming that kids enjoy and parents trust, helping to ease the transition back into the school year! With beloved personalities and popular programs, Discovery Kids' fall slate is jam-packed with fan favorites like **PEEP AND THE BIG WIDE WORLD**, **BINDI THE JUNGLE GIRL** and **ADVENTURE CAMP**.

In late 2010, Discovery and Hasbro will launch an all-new children's network in approximately 60 million U.S. households featuring programming geared to boys and girls age 14 and under. In the interim, Discovery Kids will continue to operate through the launch of the yet-to-be-named network.

Launched in 1996, Discovery Kids Channel has won multiple Daytime Emmys® and Parents' Choice Awards for its series and specials, including three Emmys® in 2008 and five Daytime Emmy® Nominations in 2009. Discovery Kids is committed to satisfying kids' natural curiosity about a range of topics from science, adventure, exploration and natural history through documentaries, reality shows, scripted dramas and animated stories.

PROGRAMMING HIGHLIGHTS

READY SET LEARN! Programming Block

Airs Daily from 9 AM-2 PM ET; Appropriate for Ages 2-5

Every weekday from 9 AM- 2 PM (ET) Discovery Kids features programming for the preschool set. A special programming block known as **READY SET LEARN!** provides a developmentally appropriate approach to preschool programming and presents kids with the building blocks for future success in learning and in life. Programs airing include: **PEEP AND THE BIG WIDE WORLD**, **HI-5**, **HIP HOP HARRY**, **BIGFOOT PRESENTS** and **WILBUR**. **READY SET LEARN!** features the affable animated penguin Paz, who guides young viewers through an entertaining and educational slate of commercial-free programming.

@DK Programming Block

Airs Daily from 2 PM-10 PM ET; Appropriate for Ages 6-14

NEW Programming!

THE SADDLE CLUB

Network Premiere! New Episodes Air Sundays at 6 PM ET

THE SADDLE CLUB—based on the internationally popular novels written by Bonnie Bryant—tells the story of Stevie, Carole and Lisa, three friends who share a love of horses. Together, they

formed “The Saddle Club” at Pine Hollow Stables where they keep their horses: Belle, Starlight and Prancer. While the girls are very much individuals, their love of horses has given their friendship a solid basis and while they may often disagree or even fall out over a situation, their loyalty “The Saddle Club” and what it stands for always brings them back together. Each episode of **THE SADDLE CLUB** focuses on high stakes adventure and action along with humorous horseplay to create a sure fire mix of drama and comedy. This series also takes on themes of friends and siblings falling out, competition, jealousy and misunderstanding—and of course, making up.

Other @DK Programming Descriptions:

TUTENSTEIN

Airs Daily at 2 PM ET

Twelve-year-old Cleo Carter thinks it's just ordinary night of hanging out with her cat, Luxor, when a storm begins to rage outside. What Cleo doesn't know is that a twist of fate notice is about to change her life! After following a frightened Luxor when he runs away during the storm to a nearby museum, Cleo is astonished to witness lightning strike the tomb of a newly-arrived mummy—and even more surprised to see that this brings the mummy to life! Short in stature, but long on attitude, 10-year-old (well, 3,010 year-old) King Tut-ankh-en-set-Amun believes he is still the supreme ruler of the world. And since Cleo brought him back to life, it looks like she's stuck with **TUTENSTEIN** (as she calls him) and his major entitlement issues. **TUTENSTEIN** is a half-hour animated series that incorporates real Egyptian content into funny, sometimes scary, adventures as Tut learns life and leadership lessons-- the hard way.

THE FUTURE IS WILD

Airs Daily at 4:30 PM ET

What if the world was inhabited by birds that shoot acid when they feel threatened or electric fish that omit enough juice to jumpstart a car? Fast forward a few hundred million years and this could be planet Earth. Or, if you're one of four adventurers on the new animated series, **THE FUTURE IS WILD**, wormholes and a time traveling machine make that fantastical world a reality today!

BINDI: THE JUNGLE GIRL

Airs Daily at 5:30 PM ET

Bindi Irwin brings viewers into the wonderful world of wildlife from her cozy tree house set high up in the rainforest. While interacting with a wide variety of animals, Bindi explains how all creatures are worthy of our respect and protection. The series also features "Bindi's Blog," where she shares her unusual life as an eight-year-old with kids around the world and answers some of their most frequently asked questions. Bindi's own special group of wildlife warriors, The Crocmens, pop in with exciting "Croc Facts" and fun animal-themed song and dance routines.

ENDURANCE

Airs Daily at 8 PM ET

The Emmy-nominated reality series **ENDURANCE** presents kids—ages twelve to fifteen—with several different physical, intellectual and strategic challenges in order to win an amazing travel prize. Each of the competitive challenges is a metaphor for the challenges teens face in real life. In addition, there are challenges based on ten character traits that are important for success, teaching contestants the importance of estimating probabilities to beat the odds. Overall, **ENDURANCE** balances luck and fate with personal effort so that the contestants learn to weigh intellect with intuition to develop their winning strategy. As always, host JD Roth is on-hand to throw the kids a few curve balls along the way, keeping the competitors on their toes!

ADVENTURE CAMP

Airs Daily at 8:30 PM ET

Discovery Kids takes the concept of summer camp to a whole new level with **ADVENTURE CAMP**, the action-packed series that follows eight kids—four American and four British—as they embark on the experience of a lifetime. The series chronicles the journey of these eight kids as they converge upon Florida to get up-close and personal with the wild and wonderful creatures of Busch Gardens Tampa Bay and SeaWorld Orlando. Each half-hour episode captures the excitement of being away at camp and experiencing wildlife firsthand, following the campers as they gain access behind-the-scenes at Busch Gardens and SeaWorld, and voyage into the wild, observing animals in their natural habitats in daring activities like scuba diving with sharks. From spiders and stingrays to gorillas and elephants, these campers have their wildlife-savvy challenged at every turn as they learn what it takes to get along with a variety of animals—and each other.

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