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POPULAR SCIENCE MAGAZINE AND SCIENCE CHANNEL PARTNER TO CREATE ORIGINAL TELEVISION SERIES *POPULAR SCIENCE: THE FUTURE OF ...*

Series Showcases the Changes to Our Lives in the Next 25 Years

(New York, NY and Silver Spring, MD) – This summer, the nation's top science and technology magazine teams with the only network devoted entirely to the endless possibilities of science to create *Popular Science: The Future of*. Combining the research and editorial strengths of Science Channel and *Popular Science*, the series will bring viewers a rare glimpse of the extraordinary technological and scientific advancements that will shape how we live in the next 25 years. The 10-part series will make its world premiere on Science Channel and Science Channel HD in June 2009.

"We're excited to work with *Popular Science* magazine on this future-forward series, where current science meets the about-to-be-possible," said Deborah Adler Myers, senior vice president, programming, Discovery Emerging Networks. "We know that both our magazine readers and Science Channel's television audience crave more information – working together on air, in print and online will give our consumers deep, rich information, allowing them to explore how science will enhance their lives."

"*Popular Science* is dedicated to delivering 'the future now' and by harnessing the best resources of the two leading players in the science and technology category we'll be able to accomplish that goal in an ever greater way," said Gregg R. Hano, publisher, PopSci Media Group. "We're thrilled to partner with Science Channel to deliver this multimedia program to our combined audience and highlight the important and exciting ways technology will impact all of us in the coming years."

Each episode will examine one important aspect of human life, uncovering breakthrough research, introducing maverick scientists and exploring the genius prototypes that show how our lives will evolve. The single topic in each episode allows for a deep exploration of how each of these subjects will fundamentally change within our lifetimes. From *The Future of Play*, learn how we'll spend our leisure time in the future, from video games that pack a real "punch" to city-wide experiential games for thousands. In *The Future of War*, soldiers wear exoskeletons that increase their strength and endurance or communicate telepathically using special helmets. In *The Future of Attraction*, mates are selected using compatible genome mapping, babies are designed to reduce the likelihood of diseases and a high-tech MRI scanner can prove that you love your spouse. Additional episodes planned include Security, Pleasure and Superhuman.

Popular Science: The Future of is produced by The Incubator. For The Incubator, Simon Andreae and James Younger are executive producers. For Science Channel, Christo Doyle is executive producer.

About Popular Science

Founded in 1872, *Popular Science* (www.popsci.com) is the world's largest science and technology magazine, with a circulation of 1.3 million and 6.6 million readers. Each month, *Popular Science* delivers "The Future Now," reporting on the intersection of science and everyday life with an eye toward what's new and why it matters. Our readers believe that the future is going to be better, and *Popular Science* gives them the tools and information to improve their technology and their world. Nominated for the 2009 and winner of the 2004 National Magazine Award for General Excellence, *Popular Science* is published by the Bonnier Corporation. The Bonnier Corporation (www.bonniercorp.com) is one of the largest consumer-publishing groups in America and the leading media company serving passionate, highly engaged audiences through more than 40 special-interest magazines and related Web properties; television, cable, radio, VOD and mobile content; live events; and branded products.

About Science Channel

Science Channel is broadcast 24 hours a day and seven days a week to more than 56 million U.S. homes and simulcast on Science Channel HD. We immerse viewers in the incredible possibilities of science, from string theory and futuristic cities to accidental discoveries and outrageous inventions. We take things apart, peer inside and put things together in new and unexpected ways. We celebrate the trials, errors and brinking moments that change our lives forever. To find out more go to www.sciencechannel.com

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 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.

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