



FOR IMMEDIATE RELEASE
October 1, 2009

Contact: Janice Sample: 240.662.7504
Janice_Sample@discovery.com

BEN RUBIN IS NAMED PLANET GREEN'S
CREATIVE DIRECTOR, MARKETING

(Silver Spring, Md.) – Ben Rubin has been named Creative Director, Marketing for Planet Green, Discovery Communications' multiplatform lifestyle and entertainment brand devoted to the environment and living sustainably. Rubin reports to Rob Jacobson, Senior Vice President, Marketing for Planet Green, who made the announcement.

"Ben brings a fresh perspective and new, innovative thinking to Planet Green," said Rob Jacobson. "His work on emerging growth brands will help us to build and evolve Planet Green in it's next phase during these coming months. It's exciting to have him on board."

As the Creative Director of Planet Green, Rubin is responsible for overseeing creative development of network branding, promotional campaigns and cross-promotional marketing initiatives. He will lead staff and freelance writer/producers, to help them shape and realize the creative vision for the network while remaining true to the brand goals.

Rubin joins Planet Green from Rush HD and VOOM HD where he was the Vice President of Marketing and Creative Services for Rush HD and VOOM HD. Rubin was responsible for the conception, development and implementation of all promotion, branding and marketing initiatives for these two international high-definition channels, including on- and off-air promotions, print, home video, VOD, the consumer and affiliate websites and the world tour of artist Robert Wilson's *VOOM PORTRAITS*.

Rubin earned his Bachelor of Fine Arts degree from the University at Albany, State University of New York. He is a member of PROMAX, the Broadcast Designers' Association (BDA), the Cable & Telecommunications Association for Marketing (CTAM). His personal work has been recognized with numerous PROMAX and BDA Awards, CTAM awards, regional Emmy® awards, Colorado Broadcasting Awards and a TV Week Campaign of Distinction Award.

About Planet Green:

Planet Green is the multi-platform media destination devoted to the environment. Launched on June 4, 2008, this brand with a mission is available in 57 million homes. Planet Green is the center for a new conversation, speaking to people who want to understand how humans impact the planet and how to live a more environmentally sustainable lifestyle. It's for people who truly want to make a difference in meeting the critical challenge of protecting our environment.

Planet Green and its two robust websites planetgreen.com and TreeHugger.com, offer unique, original, insightful, inspiring, and entertaining content related to how we can evolve to live a better, brighter future. Planet Green's unique programming, digital tools, and content will enlighten, empower and most certainly, entertain.

Planet Green is a division of Discovery Communications.

###