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**SCIENCE CHANNEL ANNOUNCES TWO KEY APPOINTMENTS:**  
**DEXTER COLE VICE PRESIDENT OF PROGRAMMING,**  
**BERNADETTE MCDAID VICE PRESIDENT OF PRODUCTION**

(Silver Spring, Md.) – Science Channel announced today the appointment of two dynamic, creative leaders who will continue to fuel the growth of the network; Dexter Cole to Vice President of Programming and Bernadette McDaid to Vice President of Production. Both Cole and McDaid report to Debbie Myers, general manager and executive vice president of programming of Science Channel.

“Science Channel is fielding a strong team that will continue to deliver quality, provocative programming that drives network ratings and revenue. Dexter and Bernie bring with them not just years of proven success, but a potent combination of creative energy, intelligent daring and boundless collaboration,” said Debbie Myers, general manager and executive vice president of programming of Science Channel.

As VP of Programming for Science Channel, Cole will oversee the programming and scheduling strategy for the network and is responsible for securing acquisitions which will strengthen the network’s programming pipeline.

In McDaid’s role as Vice President of Production, she will oversee Science Channel’s production team internally and all relationships with external production partners. She will also work closely with the development department to ensure Science Channel is delivering on its brand promise bringing top tier talent and new, diverse faces to the network.

Cole returns to Discovery after serving as Vice President of Research for TV One, where he was responsible for network strategy in the areas of programming and consumer research. He joined TV One in March 2008 and was instrumental in growing the network’s prime time ratings by double-digits. Prior to working for TV One, Cole was employed at Discovery Communications for ten years and during his initial tenure managed research for each of the five major Discovery networks: Discovery Channel, TLC, Animal Planet, Travel Channel and Discovery Health Channel.

Having spent the majority of his time at Discovery supporting the TLC network, he last served as Vice President, TLC Research and was instrumental in the launch of successful TLC series such as **LITTLE PEOPLE, BIG WORLD, MIAMI INK, TRADING SPACES** and **WHAT NOT TO WEAR**. Cole and his team were also responsible for the management of both the qualitative and quantitative research initiatives in the creation of TLC’s award-winning “Life Lessons” brand campaign.

Prior to joining Discovery, Cole held positions in corporate research at GEICO and in production at WTTG-FOX TV in Washington, DC. He received his undergraduate and graduate degrees from Howard University in Washington, DC, with a Bachelor of Arts, Magna Cum Laude, in Journalism and a MBA.

McDaid has an extensive track record of series and specials success both as an Executive Producer and as a Development Executive.

As an executive producer, McDaid's sharp eye and production expertise have been employed on projects spanning the full gamut of story genre from traditional documentary to docu-drama to reality. Most recently she served as executive producer at Darlow Smithson, working on many special and series including Discovery's **UNWRAPPING THE SHROUD: NEW EVIDENCE** and TLC's **HIGH SEAS HEROS: FIGHTING BACK PIRATES**.

Prior to work at Darlow Smithson, McDaid held significant production and development roles at top companies working on key projects including InVision Productions (multiple films for **FRONTLINE**, PBS, and **TIMEWATCH**, the UK's premier documentary strand, for BBC/A&E), Lion Television (**HISTORY DETECTIVES** for PBS), Powderhouse (**KIDS BY THE DOZEN** for TLC), and Diverse (**SHALOM IN THE HOME** for TLC). As a senior producer and director for BBC, she produced and supervised numerous reality and factual entertainment shows including TLC's premier makeover series **WHAT NOT TO WEAR** and **WHILE YOU WERE OUT**.

McDaid received a Bachelor of Sciences in Textile Design & Design Management from the University of Manchester Institute of Science & Technology and a Bachelor of Arts, First-Class Honors from the University of Middlesex.

### **About Science Channel**

Science Channel, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is broadcast 24 hours a day and seven days a week to more than 66 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 [sciencechannel.com](http://sciencechannel.com).

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