



NEWS RELEASE

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DISCOVERY ACCESS INTRODUCES ALL NEW 3-D OFFERING

-- Discovery Makes 3-D Footage Readily Available to the External Production Community --

Silver Spring, Md. —Discovery Access, the footage licensing division of Discovery Communications, today announced the addition of Stereoscopic 3-D sequences to its breadth of content offerings. Discovery Access will work with CGI leader Pixeldust Studios to provide first of its kind, cutting-edge Stereoscopic 3-D animations that burst off the screen. Discovery Communications unparalleled library of high quality footage is already in demand from television and motion picture producers around the world. This new offering bolsters Discovery's commitment to lead in the Stereoscopic 3-D arena.

"This Stereo 3-D CGI is stunning. We have cells exploding, black holes consuming the earth, alien invasions...the crisp nature of CGI combined with the Stereo 3-D effect is visually arresting", says Jocelyn Shearer, VP Discovery Access. "Pixeldust Studios are great creative partners; their modeling techniques and special effects are amazing and really raise the bar for what we see on screen."

"Discovery Communications has long been a company of early adopters. We were among the first to embrace HD and later launched the first Stereo 3-D network. The addition of this new content solidifies our position as leaders in the Stereo 3-D space," said Peter McKelvy, Senior Vice President, Footage and Music Services. "Discovery Access continues to be a business game changer, both for the production community and for Discovery Communications. It is our intention to expand the power and reach of our world-class footage, to not only meet, but to exceed customer demand."

Since its launch in March, Discovery Access has provided direct online entry into an archive 25-years-in-the-making built upon Discovery's core mission of satisfying curiosity with the highest quality, ground-breaking content. At DiscoveryAccess.com users can easily search, preview, license and download footage including

many of the iconic Discovery scenes; from jumping great white sharks, to distant exotic locales, to unparalleled views of science and space. New content is added to the online library on a daily basis.

About Discovery Access

Discovery Access is the footage licensing division for Discovery Communications 28 global entertainment networks and multiplatform media brands including Discovery Channel, TLC and Animal Planet. Discovery Access is home to decades worth of the world's most captivating and diverse digital content from around the globe. For more information, please visit www.DiscoveryAccess.com.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and territories. Discovery is dedicated to satisfying curiosity through 139 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including HowStuffWorks.com. For more information, please visit www.discoverycommunications.com.

About Pixeldust Studios

Founded in 2004, Pixeldust Studios is an Emmy Award-winning digital animation and visual design firm with studios in metro D.C. and New York City. Pixeldust Studios specializes in creating innovative motion graphics, animations and visual effects for television, film, new media and corporate clients. For more information, please visit our website at www.pixeldust.tv or call 301-656-0050.

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