

NEWS RELEASE

FOR IMMEDIATE RELEASE

November 12, 2012

Contacts: Amber Harris, 240-662-5235amber_harris@discovery.com

-OR-

Lexie Riegelhaupt

lexie@mashable.com**DISCOVERY COMMUNICATIONS & MASHABLE TO BRING DISCOVERY NEWS'
ENGAGING CONTENT TO NEW AUDIENCES***– Select Discovery News Articles to Be Available to Mashable's Community –*

New York, NY – [Discovery Communications](#) and [Mashable](#) today announced a new partnership that will bring Discovery News' compelling articles and videos to Mashable's community. Discovery News content will begin to appear on Mashable.com and its mobile platforms later this month.

[Discovery News](#), a leading news source with smart takes on trending topics – from cutting-edge technology to the science behind the headlines, was founded in 1998 and delivers daily on Discovery Communications' mission to help people satisfy their curiosity about the world around them. The partnership will let Mashable editors select Discovery News articles and videos to share with readers and complement their editorial content.

"Discovery News has been engaging curious minds for 14 years, and we are excited to team up with Mashable to delight new audiences with enlightening science news – from the awe-inspiring to jaw-dropping," said Conal Byrne, General Manager of Discovery News & HowStuffWorks and VP of Digital Media at Discovery Communications.

"We're thrilled to add Discovery, such a highly respected brand, to our growing list of publisher partners." said Brian Drescher, VP of Business Development at Mashable. "Discovery's expertise in technology, space, and science will be greatly welcomed by our highly passionate and influential community."

Discovery News audiences recognize the brand as the go-to destination for the intersection of science and their world. From reporting on why Olympians keep breaking records to live online and on-air coverage of the recent Red Bull Stratos space jump, Discovery News has doubled its online traffic year over year and has fans coming back for more – online, through Discovery Communications' mobile apps and in conjunction with partners, including Mashable.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.8 billion cumulative subscribers in 209 countries and territories. Discovery is dedicated to satisfying curiosity through 149 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as U.S. 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 Revision3. For more information, please visit www.discoverycommunications.com.

About Mashable

Mashable is a leading source for news, information and resources for the Connected Generation. Mashable reports on the importance of digital innovation and how it empowers and inspires people around the world. Mashable's 20 million unique visitors and 6 million social media followers have become one of the most engaged online news communities. Founded in 2005, Mashable is headquartered in New York City with an office in San Francisco.

About Discovery News

Since 1998, Discovery News has been a leading producer of in-depth coverage and analysis of developments in technology, space and earth sciences. Part of the Discovery Communications family, Discovery News extends upon the company's mission to satisfy curiosity about the world, reporting on the science that matters to individuals and the global community. For more information on Discovery News and to connect on social media, please visit DiscoveryNews.com, connect at facebook.com/DiscoveryNews, and follow [@Discovery_News](https://twitter.com/Discovery_News) on Twitter.

###