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**DISCOVERY CHANNEL HAILS SENATE PASSAGE OF  
KERRY-SPONSORED SHARK CONSERVATION ACT OF 2009**

*-- Legislation Strengthens U.S. Ban on Finning, Encourages International Shark Conservation --*

(Silver Spring, Md.) – Discovery Channel congratulates Senator John Kerry (D-MA) on Senate passage of The Shark Conservation Act of 2009, legislation that would strengthen the U.S. ban on shark finning, improve shark fisheries data and encourage international shark conservation. The bill now goes back to the House of Representatives for passage before being sent to the President who will sign it into law.

"As a strong supporter of Senator Kerry's Shark Conservation Act, we at Discovery are thrilled that this critically important legislation passed the full Senate today. We applaud Senator Kerry for all of his hard work and dedication to preserving this imperiled species and now urge the House to quickly pass this legislation," said Clark Bunting, the president and general manager of Discovery Channel and president of Science Channel.

Each year, commercial fishing kills more than 100 million sharks worldwide — including tens of millions just for their fins. Discovery Channel is committed to working with advocacy partners including Oceana, The Ocean Conservancy and The Pew Charitable Trusts to provide information across all mediums on the plight of sharks. Throughout Shark Week this past August Discovery ran public service announcements, engineered Facebook and Twitter campaigns and posted blogs to educate viewers about the plight of sharks and encourage grassroots action.

**About Discovery Channel**

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.1 million U.S. homes, can be seen in over 180 countries, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit <http://www.discovery.com>.

**About Discovery Communications**

Discovery Communications (NASDAQ: DISAD, DISBD, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 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](http://www.discoverycommunications.com).

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