



FOR IMMEDIATE RELEASE
September 24, 2009

Contact: Annie Howell: 240.662.4799
Annie_Howell@discovery.com

**LAURA GIACALONE TAPPED AS THE
VICE PRESIDENT OF MARKETING FOR PLANET GREEN**

(Silver Spring, Md.) – Laura Giacalone has been named Vice President of Marketing for Planet Green, Discovery Communications’ multiplatform lifestyle and entertainment brand devoted to the environment and sustainable living. Giacalone reports to Rob Jacobson, Senior Vice President of Marketing for Planet Green, who made the announcement.

“Laura has a proven ability to create memorable campaigns using traditional tools in an unexpected way, which is exactly what we at Planet Green are doing with the brand,” said Rob Jacobson. “She brings knowledge and experience – specifically in the digital world – that enhances our marketing efforts in making new inroads to connect with consumers.”

As Vice President of Marketing for Planet Green, Giacalone is responsible for contributing to the strategic vision and direction of the network. She also provides creative brand leadership and manages consumer marketing programs and integrated partnerships – including development and execution of unique and effective strategies to raise awareness of Planet Green across all platforms.

Previously, Giacalone was Director of Marketing for Sundance Channel and was responsible for strategy and implementation of all consumer and affiliate integrated marketing campaigns, both on and off channel. She helped build the digital and on demand platforms, doubling monthly usage to a historic high of over five million orders. Since starting at Sundance in late 2005, Giacalone has led the marketing team on such high-profile, multiplatform, branded entertainment campaigns as *The Green*, *31 Days of Sundance*, *Iconoclasts*, *Live From Abbey Road* and *Spectacle: Elvis Costello with...* among many others.

Giacalone earned her Bachelor of Arts degree from the Catholic University of America.

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.

###