



NEWS RELEASE

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DISCOVERY COMMUNICATIONS ANNOUNCES MYTHBUSTERS APP FOR IPAD

*–Available Now from the App Store, Discovery's First App for iPad Offers Fans
Immersive Video, Gaming and Social Media Experiences –*

Silver Spring, Md. – Discovery Communications, the world's number one nonfiction media company, today announced its MythBusters App for iPad is available on the App Store. The app brings fans a compelling new way to experience the Emmy®-nominated series.

The app, created in conjunction with developer Phunware, delivers a wholly re-imagined fan experience designed especially for iPad. The new app builds on the recently launched MythBusters App for iPhone and iPod touch, maximizing the user experience through the iPad's larger screen and innovative Multi-Touch user interface. The app features a state-of-the-art interactive video experience, immersive game play and easy integration with Twitter and Facebook, all in a dynamic physics-based experience that will resonate with enthusiastic MythBusters fans.

"The iPad represents a compelling new opportunity to engage Discovery viewers and we're thrilled to bring consumers an action-packed app with which to explore and experience MythBusters," said Rebecca Glashow, senior vice president, Digital Media Distribution, Discovery Communications. "MythBusters is one of Discovery's most popular franchises across all platforms from television to online, mobile and social media, and its fans are among some of our most passionate, making it the perfect choice for our first iPad app."

The MythBusters App for iPad features the following:

- An interactive video experience with a robust collection of ad-free, short-form video content, including sneak peeks, outtakes and behind-the-scenes clips, which can be easily collapsed, expanded and moved around the screen.
- Easy integration with Facebook, Twitter and the ability to share content through email.
- Three multi-level games where players can compete against MythBusters fans to top the leader board.

- Ability to save favorite images, photos, games and other content for easy and quick access.
- Deeper information about the series, including cast bios, photos and TV schedules.

“We are excited to partner with Discovery to deliver a brand new app experience to consumers, all based on the science, physics and math that define the MythBusters brand,” said Alan S. Knitowski, CEO of Phunware, Inc. “The MythBusters App for iPad features an interactive Multi-Touch user interface and an innovative windowing and docking system which brings to life the app’s compelling content and games in a whole new way.”

The MythBusters App for iPad is available for purchase for \$4.99 from the App Store on iPad or at <http://www.itunes.com/appstore/>. Consumers can also purchase individual game apps for \$1.99 each.

Called “the best science show on television,” MythBusters is hosted by Jamie Hyneman and Adam Savage and co-hosts Tory Belleci, Kari Byron and Grant Imahara. Since the series launched in 2003, the team has tested more than 700 myths, conducted nearly 2,300 experiments, set off 711 explosions and destroyed 104 vehicles – all in the name of science. New episodes of MythBusters air on Wednesdays at 9 PM (ET/PT) on Discovery Channel.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world’s number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in 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.

About Phunware, Inc.

Phunware, Inc. is an enterprise branded mobile application infrastructure company. It specializes in navigating the complexities and challenges inherent in corporate and university centric mobile initiatives, charting a roadmap and course for success in capturing consumer "screen share" and separating enterprise brands from the underlying noise of today's mobile marketplace. With dozens of handset and platform options and seemingly infinite ways to engage mobile consumers, Phunware provides organizations of all types and sizes a proven mobile application infrastructure that can be leveraged, trusted and depended on for commercial performance and measurable results. For more information, please visit the company's web site at www.phunware.com.

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