



NEWS RELEASE

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MYTHBUSTERS APP NOW AVAILABLE ON THE APP STORE

*–App Features Explosive Video, Content and Games;
Connects Fans Through Facebook and Twitter –*

Silver Spring, Md. – Discovery Channel’s Emmy®-nominated series **MYTHBUSTERS** has attracted and wowed millions of consumers since premiering in 2003. Now, the team that aims to uncover the truth behind popular myths is even more accessible to fans with the launch of the official MythBusters App for iPhone and iPod touch on the App Store.

Discovery Communications, the world’s number one nonfiction media company, in conjunction with Phunware, a leader in enterprise branded mobile application infrastructure, provides the ultimate mobile experience with the MythBusters App. From busting popular TV myths through gameplay to immersive Twitter and Facebook interaction, the app offers an entertaining and powerful way for fans to connect with Discovery Channel’s **MYTHBUSTERS**.

“Discovery Channel’s **MYTHBUSTERS** fans are among the most passionate, and we are thrilled to offer them a new on-the-go way to connect with the iconic series using iPhone and iPod touch,” said Todd Zander, Vice President of Digital Media Distribution, Discovery Communications. “Dedicated to satisfying curiosity, this app demonstrates Discovery’s ongoing commitment to bring fans more opportunities to engage with their favorite shows and personalities anywhere.”

The MythBusters App for iPhone and iPod touch features more than 300 minutes of ad-free, short-form video content, including exclusive sneak peeks, outtakes and behind-the-scenes clips. Fans can also chat live with other [@MythBusters](#) fans via Twitter, connect with the show’s [Facebook community](#) and find out more about the series – from cast bios and photos to the TV schedule. Additionally, casual gamers can try their hand at popular myths through three multi-level games and compete against MYTHBUSTERS fans to top the leaderboard.

“As huge fans of **MYTHBUSTERS**, we are excited to partner with Discovery in launching a tremendously entertaining app that redefines branded mobile content on the iPhone and iPod touch,” added Alan Knitowski, CEO of Phunware.

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.

MYTHBUSTERS returns with new episodes on Wednesday, March 24, at 9 PM (ET/PT) on Discovery Channel.

The MythBusters App is available for purchase for \$3.99 from the App Store on iPhone and iPod touch or at www.itunes.com/appstore/.

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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