



FOR IMMEDIATE RELEASE

June 8, 2009

Contact: Kristin Brown: 240-662-5415

Kristin_Brown@discovery.com – OR –

Andrew Scafetta: 240-662-5519

Andrew_Scafetta@discovery.com

**SCIENCE CHANNEL AND *POPULAR SCIENCE* TAP PUNDIT, COMEDIAN AND WRITER
BARATUNDE THURSTON TO HOST *POPULAR SCIENCE'S FUTURE OF***

(Silver Spring, Md.) — Science Channel and *Popular Science* magazine announced today the addition of author, comedian, writer and pundit Baratunde Thurston as host of the new television series **POPULAR SCIENCE'S FUTURE OF**. Through in-depth interviews with creative inventors, unconventional scientists and talented entrepreneurs, as well as hands-on experience with their astonishing prototypes, Thurston will guide viewers five, ten, 15 or 25 years into the future with a rare glimpse at how the technological breakthroughs of today are destined to reshape our lives tomorrow. A joint venture between Science Channel and *Popular Science* magazine, the 10-part series will world premiere on Science Channel and Science Channel HD in August 2009.

Baratunde Thurston is a comedian and vigilante pundit who lives at the intersection of comedy, technology and politics. Currently, Thurston serves as the web editor for *The Onion*, but also writes for The Huffington Post and his own website baratunde.com. He is also the co-founder of Jack & Jill Politics, one of the top 10 black blogs. He has authored three books, including "Keep Jerry Falwell Away From My Oreo Cookies", was nominated for the Bill Hicks Award for Thought Provoking Comedy, declared a Champion of the First Amendment by Iowa State University, and called "someone I need to know" by Barack Obama.

His geek credentials are unassailable. Baratunde graduated Harvard University with a degree in Philosophy and spent eight years offering strategic advice to *Fortune* 100 companies on the future of communications and media. Comedy Central hired him to tweet the inauguration, and Mashable called him "ever-hilarious" and featured him on its best of NYC social media list.

"We feel this extraordinary venture with *Popular Science* requires a host with a unique ability to make the technology of tomorrow tangible for our audience today," said Debbie Myers, Science Channel general manager and executive vice president of Discovery Emerging Networks. "Baratunde speaks the language of tech. He has his finger on the pulse, is smart, engaging, personable, inquisitive and is an expert on what's next."

"I'm a big fan of Baratunde's," says Mark Jannot, editor-in-chief of *Popular Science*. "At *Popular Science*, we try to make technology and science as accessible and exciting as possible. Baratunde's combination of humor, empathy, enthusiasm, and smarts makes him an ideal host to translate PopSci from the page to the screen."

Baratunde's stage presence has earned him emcee duties at the National Conference for Media Reform, Netroots Nation and South by Southwest. He has been featured in various media outlets including National Public Radio, the BBC, CNN, The Boston Globe, MSNBC, ABC News, *The UK Independent*, *The New York Times*, C-SPAN and ComedyCentral.com.

Baratunde speaks at colleges and conferences around the country and performs regularly in New York City, where he lives.

Each episode of **POPULAR SCIENCE'S FUTURE OF** will examine one important aspect of human life, uncovering breakthrough research, introducing maverick scientists and exploring the genius prototypes that show how our lives will evolve. The single topic in each episode allows for a deep exploration of how each of these subjects will fundamentally change within our lifetimes. From "The Future of Play," learn how we'll spend our leisure time in the future, from video games that pack a real "punch" to city-wide experiential games for thousands. In "The Future of War," soldiers wear exoskeletons that increase their strength and endurance or communicate telepathically using special helmets. In "The Future of Sex," mates are selected using compatible genome mapping, babies are designed to reduce the likelihood of diseases and a high-tech MRI scanner can prove that you love your spouse. Additional episodes planned include Security, Pleasure and Superhuman.v

POPULAR SCIENCE'S FUTURE OF is produced by The Incubator. For The Incubator, Simon Andreae and James Younger are executive producers. For Science Channel, Christo Doyle is executive producer.

About *Popular Science*

Founded in 1872, *Popular Science* (www.popsci.com) is the world's largest science and technology magazine, with a circulation of 1.3 million and 7.1 million readers. Each month, *Popular Science* delivers "The Future Now," reporting on the intersection of science and everyday life with an eye toward what's new and why it matters. Our readers believe that the future is going to be better, and *Popular Science* gives them the tools and information to improve their technology and their world. Nominated for the 2009 and winner of the 2004 National Magazine Award for General Excellence, *Popular Science* is published by the Bonnier Corporation. The Bonnier Corporation (www.bonniercorp.com) is one of the largest consumer-publishing groups in America and the leading media company serving passionate, highly engaged audiences through more than 40 special-interest magazines and related Web properties; television, cable, radio, VOD and mobile content; live events; and branded products.

About Science Channel

Science Channel is broadcast 24 hours a day and seven days a week to more than 56 million U.S. homes and simulcast on Science Channel HD. We immerse viewers in the incredible possibilities of science, from string theory and futuristic cities to accidental discoveries and outrageous inventions. We take things apart, peer inside and put things together in new and unexpected ways. We celebrate the trials, errors and brinking moments that change our lives forever. To find out more go to www.sciencechannel.com.

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 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.

###

Follow the network on Twitter at twitter.com/sciencechannel.