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DISCOVERY CHANNEL'S MYTHBUSTERS TAPPED FOR H1N1 PSA CAMPAIGN

*-- Public Service Announcements to Air October 12 through November 8
on Discovery Channel --*

*-- Discovery Education Preparing and Supporting America's Classrooms
with High Quality Digital Content and Resources --*

(Silver Spring, Md.) -- Discovery Channel and the hosts of its popular series **MYTHBUSTERS** have teamed up with the United States Department of Health and Human Services to help inform the public about ways to protect themselves and prevent the spread of the H1N1 flu virus. The effort includes a public service announcement airing on the network, a dedicated web presence that provides resources and important information about H1N1 and educational and classroom resources for teachers and students provided by Discovery Education.

Called "the best science show on television," **MYTHBUSTERS** uses scientific experimentation to uncover the truth behind popular myths and legends. In their PSA, hosts Jamie Hyneman and Adam Savage utilize a high-speed camera to show the invisible aftermath of a sneeze, and offer a simple message for H1N1 virus prevention: "One of the single most effective things you can do to stop the spread of flu, is to simply stay home if you feel sick."

The PSA will air on Discovery Channel from October 12 through November 8, including primetime airings on October 14, 21 and 28 during the 9PM ET/PT **MYTHBUSTERS** hour.

"A big myth about the annual flu vaccination and even the H1N1 vaccinations, soon to be available, is that they alone can make people sick," HHS Secretary Kathleen Sebelius said. "The flu cannot be caught from a flu shot; however, if people choose not to get vaccinated, they run the risk of becoming sick or making those around them sick. Discovery Channel and **MYTHBUSTERS'** efforts to separate fact from fiction related to flu and vaccines are to be commended."

"Discovery Channel and **MYTHBUSTERS** are committed to helping inform the public about what they can do to prevent the spread of the H1N1 flu virus," said John Ford, President and General Manager of Discovery Channel. "Adam and Jamie bring their blend of scientific 'know-how' and creativity to an urgent issue that affects us all. We are glad to do our part to make people more aware of what they can do to combat this virus."

The PSA will also feature a dedicated website URL that will provide viewers with additional resources and easy-to-understand information about H1N1. The website, www.discovery.com/h1n1, will feature 'Top Five Myths About H1N1' from HowStuffWorks.com, the award-winning source of credible, unbiased, and easy-to-understand explanations of how the world actually works, and links where users can find out more information about H1N1, including www.flu.gov.

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Discovery Education, the leader in digital media for the classroom whose services are scientifically shown to improve academic achievement and are available in more than half the schools in the U.S., is also supporting efforts to slow the spread of H1N1 and prepare America's classrooms to maintain the continuity of learning. Visitors to Discovery Channel's H1N1 website can click on the link to www.discoveryeducation.com/readyzone-h1n1, where parents, educators and students will soon find up-to-date information about the H1N1 virus from trusted sources such as the Centers for Disease Control and the Department of Education, as well as a variety of activities supporting home and school prevention and preparedness efforts.

Discovery Education is also making available to educators a variety of free classroom resources and learning activities. In addition, Discovery Education is providing ongoing support to educators using its flagship service, Discovery Education *streaming*, so that they may best utilize that service's up to 70,000 video clips, assignment and quiz builders and other tools to aid students' continuity of learning in the event of a school closure or a prolonged student absence.

"Supporting and empowering educators and parents to improve student achievement has long been a core component of Discovery Education's mission," commented President of Discovery Education Bill Goodwyn. "Despite the challenges H1N1 poses to our education system, we will continue to provide all stakeholders the tools and resources our students need to ensure they do not fall behind academically in the event of a disruption in learning."

For more information on **MYTHBUSTERS**, visit:
press.discovery.com/us/dsc/programs/mythbusters

For more information about Discovery Education, visit www.discoveryeducation.com

About Discovery Channel

Discovery Channel (DSC) 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 reaches 98.1 million viewers in the US, can be seen in over 170 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 www.discovery.com.

About Discovery Education

Discovery Communications revolutionized television with Discovery Channel and is now transforming classrooms through Discovery Education. Powered by the number one nonfiction media company in the world, Discovery Education combines scientifically proven, standards-based digital media and a dynamic user community in order to empower teachers to improve student achievement. Already, more than half of all U.S. schools access Discovery Education digital services. Explore the future of education at www.discoveryeducation.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.

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