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**PLANET GREEN ANNOUNCES TREEHUGGER APP NOW AVAILABLE
FROM APP STORE**

--New TreeHugger App Allows Mobile Users to Connect with Planet Green's Leading Lifestyle Brand--

SILVER SPRING, MD. — March 2, 2010 — Discovery Communications, the world's number one nonfiction media company, today announced the TreeHugger App is available from the App Store. The app gives iPhone and iPod touch users access the TreeHugger's rich content offering, including news, opinions, product information and multimedia entertainment. Acquired in August 2007 to be a component of Discovery's Planet Green initiative, TreeHugger.com is one of the web's leading lifestyle destinations.

“The TreeHugger App gives iPhone and iPod touch users access to TreeHugger content whenever and wherever they want it,” said Ken Rother, vice president of Interactive for TreeHugger and PlanetGreen.com. “TreeHugger is more than a website, it's a progressive way of living and thinking, and this app for iPhone and iPod touch is the perfect tool for engaging and gathering new ideas, practices and inspiring content.”

Features of the app include:

- Enhanced browsing capabilities – instantly review content by timeliness, subject category, author or popularity.
- Content sharing – easily share TreeHugger posts via Facebook, Twitter or e-mail.
- Multimedia engagement – listen to TreeHugger podcasts while reviewing the accompanying post, or directly access the TreeHugger feed.

“When we designed the app our intention was to provide the full TreeHugger experience to people on the go,” said Ben Boyd, web administrator for TreeHugger and lead designer of the App. “We’re dedicated to making our content available to iPhone and iPod touch users in new and interesting ways.”

The TreeHugger App is available for free from the App Store on iPhone and iPod touch or at www.itunes.com/appstore/.

About Planet Green

Planet Green is the multi-platform media destination that launched on June 4, 2008. Planet Green is the center for a new conversation about sustainability and the media brand that champions the visionaries who advocate change and moving our world forward. Planet Green and its two popular 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.

About Discovery Communications

Discovery Communications (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