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# <u>DISCOVERY COMMUNICATIONS EXPANDS 'DISCOVER YOUR SKILLS' JOB GROWTH AND SKILLS DEVELOPMENT INITIATIVE</u> WITH NEW RESOURCES AND PROGRAMS FOR VETERANS

- -- Partnership with Montgomery College to offer veterans-focused career development programs, including hands-on training, workshops and mentorships --
- -- Military Channel public service announcement campaign featuring Lou Diamond Phillips to highlight new resources available on DiscoverYourSkills.com --

Silver Spring, Md. – Discovery Communications today announced the expansion of its 'Discover Your Skills' public affairs job skills program with new resources and programs to support veterans in locating and accessing the training and resources to translate their military skills and experience into civilian job opportunities. The veterans-focused initiative includes new training and resource information specifically for veterans on <a href="www.DiscoverYourSkills.com">www.DiscoverYourSkills.com</a>, as well as on-air public service announcements (PSAs) on Military Channel, featuring Lou Diamond Phillips of Military Channel's OFFICER AND A MOVIE, to direct viewers to the new resources.

Additionally, as part of the effort, Discovery is expanding its previously announced partnership with Montgomery College to launch career development programs for veterans. The programs, launching in spring 2012, will include workshops on resume writing and interview techniques, group and one-on-one mentorships with Discovery professionals, and internship opportunities at the company.

"With Veterans Day approaching, we are reminded of the sacrifices that the men and women of

our military make on behalf of all of us, and the importance of helping our heroes successfully transition to the civilian workforce when their service is ended," said David Zaslav, President and CEO of Discovery Communications. "Discovery is proud to partner with Montgomery College, and to leverage our 'Discover Your Skills' job skills initiative, to highlight the indemand job opportunities available today across many industries and to help veterans access the necessary training and information to take advantage of them."

"Montgomery College is proud to serve its active duty military and veteran students as they pursue their educational goals," said Dr. DeRionne P. Pollard, President of Montgomery College. "I am appreciative of Discovery Communications' efforts to work with the veterans in our Combat2College program and provide them with the career skills and in-depth mentoring necessary to succeed in today's competitive global workforce."

The Discovery and Montgomery College partnership to support veterans is being developed and carried out as part of Montgomery College's Combat2College program, which provides academic and social opportunities and support services for veterans and active/reserve service members. It also includes support and participation from the Discovery Veterans Group, an employee resource group composed of Discovery employees who served in the military.

The new PSA featuring Lou Diamond Phillips of Military Channel's OFFICER AND A MOVIE will air on Military Channel and can be viewed online at <a href="www.DiscoverYourSkills.com">www.DiscoverYourSkills.com</a> beginning on Veterans Day. It is part of Discovery's 'Discover Your Skills' initiative, a multimedia public affairs campaign designed to provide unemployed and underemployed Americans with access to critical resources for obtaining marketable job skills and expertise, and to raise awareness of career opportunities in industries such as aviation, manufacturing, health care, energy, technology and construction, among others.

The initiative includes <u>www.DiscoverYourSkills.com</u>, an online resource providing links and information to help educate, prepare and advance entry to the workforce. Beginning today,

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DiscoverYourSkills.com now includes resources and links specifically focused on assisting veterans in identifying career opportunities that match up well with their military experience and locating employers looking to hire veterans. The resources also include links to information on salaries, apprenticeships, and other related education and training programs.

Additionally, as part of 'Discover Your Skills,' Discovery Education will introduce a community college service for the 2012-2013 academic year designed to provide curriculum-based content to support post-secondary institutions and prepare students with the skills necessary to compete in today's job market.

'Discover Your Skills' is part of Discovery's Impact programs, which leverage the power of Discovery's brands, businesses and employees to give back and make a direct impact on the communities in which we live and work.

# **About Montgomery College**

Montgomery College is a public, open admissions community college with campuses in Germantown, Rockville, and Takoma Park/Silver Spring, plus workforce development/continuing education centers and off-site programs throughout Montgomery County, Md. The College serves nearly 60,000 students a year, through both credit and noncredit programs, in more than 100 areas of study.

## **About Discovery Impact**

Through its Discovery Impact programs, Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) leverages the power of its brands, businesses and employees to give back to the world. From programming that inspires and educates to annual events that make a direct impact on the communities in which we live and work, Discovery strives to celebrate, support and sustain the majesty of the earth's people, animals and natural beauty. For more information about how Discovery is making an impact, please visit: <a href="http://impact.discovery.com">http://impact.discovery.com</a>.

# **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and territories. Discovery is dedicated to satisfying curiosity through 142 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as U.S. joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including <a href="https://example.com/howstuffworks.com">howstuffworks.com</a>. For more information, please visit <a href="https://www.discoverycommunications.com">www.discoverycommunications.com</a>.