



Contact: Patricia Kollappallil, 240-338-4027
Patricia_kollappallil@discovery.com
Tahli Kouperstein, 240-662-2221
Tahli_kouperstein@discovery.com

**VICTORIA LOWELL IS NAMED EXECUTIVE VICE PRESIDENT OF MARKETING
FOR TLC AND ANIMAL PLANET**

(Silver Spring, Md., April 28, 2013) – Discovery Communications announces the promotion of Victoria Lowell to executive vice president of marketing for TLC and Animal Planet. Lowell, a veteran marketer who has been at the company since 2000, will report to Marjorie Kaplan, Group President, TLC and Animal Planet. Previously, she was senior vice president of marketing at Animal Planet and Science Channel.

“Vicki has been a trusted partner to me, having led Animal Planet’s brand transformation, including the “Surprisingly Human” campaign and tagline,” says Kaplan. “She’s a creative, collaborative and strategic marketer whose unparalleled passion is infused into every thing she touches.”

"Vicki is a fantastic addition to the TLC family," says Nancy Daniels, General Manager, TLC. "She brings an impressive range of experience, along with a passion for our brand and audience, which will be a great complement to our award-winning marketing team."

Having joined Animal Planet in 2005, Lowell spearheaded brand-definitional launches for Animal Planet’s most acclaimed series, including *River Monsters*, *Whale Wars*, *Finding Bigfoot* and *Treehouse Masters*. For Science Channel, she worked closely with the team to develop the “Question Everything” tagline and *The Challenger Disaster* launch among others.

Prior to Animal Planet, Lowell began her Discovery career, having served as vice president of marketing and communications for the Discovery Health Channel and FitTV. During that time, she launched the nationwide event and television series, *The National Body Challenge*, and the original series *Jon & Kate Plus 8* and *17 Kids and Counting* prior to their move to TLC.

Before joining Discovery Communications, Lowell was marketing director for Cover Girl Cosmetics, Procter & Gamble, where she led the overall re-launch of the brand with the “Easy. Breezy. Beautiful.” campaign.

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching 2.5 billion cumulative subscribers in over 220 countries and territories. Discovery is dedicated to satisfying curiosity through more than 190 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 and the Hub Network. Across the Nordic region, Discovery owns and operates SBS Discovery Media, a top-three portfolio of television brands that feature leading nonfiction content, as well as locally produced entertainment programs, sports and the best scripted series and movies from major studios. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, and a digital leader with a diversified online portfolio, including Discovery Digital Networks. For more information, please visit www.discoverycommunications.com.

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