

FOR IMMEDIATE RELEASE

March 7, 2011

CONTACT

Chris Finnegan, 240-662-7589
Chris_Finnegan@discovery.com

OR

Kate Schroeder, 240-662-2057
Kate_Schroeder@discovery.com

**DISCOVERY COMMUNICATIONS LAUNCHES FIRST-EVER EXTERNAL
FOOTAGE LICENSING BUSINESS – DISCOVERY ACCESS**

*-- Discovery Communications Unlocks 25 Years of Stunning Visuals with Discovery
Access --*

(Silver Spring, Md.)— Discovery Communications today announced it will make its entire footage archive available through its new content licensing business, Discovery Access. For the first time ever, the spectacular footage that has made Discovery the world's number one non-fiction media brand will be available for use by external production entities. The launch of Discovery Access unlocks an archive 25-years-in-the-making that was built upon Discovery's core mission of satisfying curiosity with groundbreaking content.

The centerpiece of this new business is DiscoveryAccess.com, a robust e-commerce site that is home to over 100,000 hours of world-class content covering Discovery's 28 entertainment networks and multi-platform media brands. Discovery Access is part of the recently-launched MyDiscovery unit that is charged with taking Discovery footage beyond the television.

“The Discovery Access business is a game changer, both for the production community and for Discovery Communications,” said Carole Tomko, President of MyDiscovery. “It

is our intention to expand the power and reach of our world-class footage, and Discovery Access accomplishes this goal in a very exciting and meaningful way.”

“Discovery’s vast collection of high quality video footage is already in demand from television and motion picture producers around the world. DiscoveryAccess.com grants clients easy access to Discovery’s world-class content and we are extremely proud to launch this new stock footage collection to the marketplace, not only to meet but to exceed customer demand,” said Peter McKelvy, Senior Vice President, Footage and Music Services.

Footage veteran Jocelyn Shearer, Vice President of Footage Sales, leads the Discovery Access team of footage experts who understand licensing and client needs. “We are thrilled to make this highly sought after collection accessible on an exceptional online delivery platform which allows customers to purchase high resolution video files online. In addition to our knowledgeable sales team, this e-commerce website is a vital sales tool that will enable us to provide uninterrupted service to our international clients because we are virtually open for business 24/7,” said Shearer.

At DiscoveryAccess.com users can search, preview, license and download footage including many of the iconic scenes that Discovery is known the world over from jumping great white sharks, to remote and exotic locations, unparalleled views of science and space, and animals in action. New content will be added to the website on a daily basis.

About Discovery Access

Discovery Access is the digital footage library and archive for Discovery Communications 28 global entertainment networks and multi-platform media brands including Discovery Channel, TLC and Animal Planet. Discovery Access is home to decades worth of the worlds most captivating and diverse digital content from around the globe. For more information, please visit www.DiscoveryAccess.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 180 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, Investigation Discovery, Planet Green 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](http://http://www.discoverycommunications.com.C:\DocumentsandSettings\schroedLocalSettings\finnegaLocalSettings\schroedLocalSettingsTemp)http://http://www.discoverycommunications.com.C:\DocumentsandSettings\schroedLocalSettings\finnegaLocalSettings\schroedLocalSettingsTemp

###