

# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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### **DISCOVERY COMMUNICATIONS NAMES PETER LIGUORI CHIEF OPERATING OFFICER**

Silver Spring, Md. – Discovery Communications today announced the appointment of industry veteran Peter Liguori as Chief Operating Officer, reporting to President and CEO David Zaslav. He replaces Mark Hollinger, who last week assumed the role of President and CEO of Discovery Networks International. Liguori will join Discovery on January 19, 2010. Most recently, Liguori was President of Entertainment for Fox Broadcasting Company.

“Peter has been one of the most successful leaders in the media industry over the past 25 years, and has a keen eye for standout marketing and distinctive, compelling content,” said Zaslav. “He brings to Discovery managerial depth and extensive relationships with the creative community that will be major assets as we continue to build our existing brands, launch new services and create additional opportunities for growth.”

As COO, Liguori will be a key member of the senior management team with oversight of Marketing, Discovery Studios, Corporate Communications and Corporate Affairs, Business Affairs, and Media Technology, Production and Operations.

In addition to his operational responsibilities, Liguori will serve as the lead executive representing Discovery Communications in its joint ventures with Hasbro, Inc., and OWN: The Oprah Winfrey Network. Liguori also will chair Discovery’s Content Committee comprised of the U.S. Networks General Managers with a focus on maximizing the value of the company’s marketing resources, network portfolio and overall corporate assets.

“When you look across the media landscape, there is simply no better positioned company than Discovery Communications. David Zaslav has done an exceptional job creating shareholder value and improving the brand strength and marketplace position of the company’s global networks. I am joining the team at an exciting time and look forward to being part of this dynamic and creative organization and helping to accelerate the company’s already substantial momentum,” said Liguori.

As President of Entertainment for Fox Broadcasting Company, Liguori was responsible for all Fox program development and marketing. Prior to assuming that position in 2005,

Liguori was President and CEO of News Corp.'s FX Networks since 1998, overseeing business and programming operations for FX and Fox Movie Channel. Under his leadership, over a five-year period, FX grew from an emerging network reaching 39 million homes to a top five basic cable network reaching more than 84 million homes and recording all-time highs in ratings and revenue.

Liguori joined Fox/Liberty Networks in 1996 as Senior Vice President, Marketing for a new joint venture, which now includes Fox Sports Net, FX, Fox Sports World, SPEED and the National Geographic Channel. Prior to joining Fox, Liguori was Vice President, Consumer Marketing at HBO. He also held several positions in HBO's Home Video Division, including Vice President, Marketing and Senior Vice President, Marketing, where his duties included the creation and implementation of marketing programs for all HBO Home Video product expansion and the development of its programming line-up.

Liguori also has experience as a producer of the widely acclaimed independent feature film, "Big Night." Prior to HBO, he worked in advertising at Ogilvy & Mather and Saatchi & Saatchi.

#### **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](http://HowStuffWorks.com). For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).