

FOR IMMEDIATE RELEASE

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**DISCOVERY COMMUNICATIONS LAUNCHES FACEBOOK® COMMENTS
PLUGIN ACROSS WEBSITES**

-- Discovery is One of First TV Network Groups Among Select Slate of Launch Partners -

(Silver Spring, MD) – Discovery Communications today launched Facebook’s updated Comments plugin across video clip pages for Discovery Channel, TLC, Animal Planet, Science Channel, Investigation Discovery, Military Channel, and Discovery Health, as well as more broadly across HowStuffWorks.com. This integration provides a seamless opportunity for visitors to these sites to comment on content, and have friends comment on the content, right from their Facebook News Feed.

Discovery Communications is one of a select group of launch partners– and one of the only television network groups – chosen to incorporate Facebook’s Comments plugin across web sites. This launch deepens Discovery’s Open Graph integration beyond likes by allowing fans who are signed in to Facebook to comment and share content while on Discovery’s websites. Those actions will be visible on the fans’ Facebook Walls as well, allowing their friends to join the dialogue. As part of the launch, Discovery’s sites will also allow visitors to like content through the Open Graph. This creates a lasting connection between people and the content they care about.

“With more than 26 million Facebook fans and a passionate and engaged social media community, Discovery is proud to be chosen to launch this Comments plugin,” said Kelly Day, Executive Vice President and General Manager, Discovery’s Digital Media and Commerce division. “Our fans grow by about 500,000 each week on Facebook, so we know that our real-world programs and characters are resonating in this environment. We look forward to the benefits this additional flexibility affords our viewers to comment, share and like our content and talent.”

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 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.

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