

NEWS RELEASE

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BILL GOODWYN NAMED PRESIDENT, GLOBAL DISTRIBUTION AND CEO OF DISCOVERY EDUCATION

*--Long-time Industry Veteran to Oversee Global Distribution Efforts for #1 Nonfiction
Media Company --*

SILVER SPRING, Md. – Discovery Communications today announced the promotion of 23-year Discovery executive Bill Goodwyn to President, Global Distribution and CEO of Discovery Education. Goodwyn was previously President, Domestic Distribution and Enterprises. The announcement was made by David Zaslav, President and CEO, Discovery Communications.

“Since 1987, Bill has built a content distribution platform that is second to none and rebuilt the nascent Discovery Education division into one of the fastest-growing parts of our company,” said Zaslav. “Bill has helped to make Discovery the company it is today, and is the well-deserving chief executive of Discovery Education and the natural choice to lead the next phase of Discovery’s international carriage expansion in more than 180 countries and territories.”

In addition to Goodwyn’s unparalleled performance at the helm of Discovery’s U.S. distribution division, he has overseen the impressive relaunch of Discovery Education, the nation’s leading provider of scientifically proven, standards-based digital media services. As president of Discovery Education since 2007 and now CEO of the division, Goodwyn oversees the award-winning team responsible for driving the business in the K-12 marketplace, where its flagship service Discovery Education *streaming* now reaches more than half of all U.S. schools, and over one million educators and 35 million students.

Under Goodwyn's leadership, Discovery Education introduced a suite of curriculum-based tools designed to foster student achievement, as well as enhancement resources such as student assessment services, professional development and a nationwide educator

community that promotes the integration of digital media and technology in the classroom. In addition, Goodwyn and his team have driven the expansion of Discovery Education internationally and have built corporate education partnerships with leading companies that share Discovery's commitment to student achievement, such as 3M and the Siemens Foundation, among others.

In his newly created role as President of Global Distribution, Goodwyn will be charged with driving ongoing value for the company's high-quality content, leading efforts to secure additional carriage for Discovery's 100-plus worldwide networks, and maintaining its leadership position on next generation platforms including HD, 3D and digital opportunities. In addition to his new global distribution charge, Goodwyn will also continue to lead all U.S. distribution efforts.

"I've worked with Bill for over 20 years and couldn't be more pleased to have him as part of the International executive team," added Mark Hollinger, President and CEO of Discovery Networks International. "I look forward to leveraging his immense talents and experience to help drive growth in our global distribution platform."

Goodwyn joined Discovery in 1987 and has overseen record-breaking distribution growth for each of the company's domestic cable channels. Goodwyn's team was ranked #1 by Beta Research for seven consecutive years as the top sales organization within the cable television industry.

Among his many honors, Goodwyn has been awarded the National Cable & Telecommunications Association's Vanguard Award, the highest honor for Young Leadership, and was inducted into the Cable Center's Cable TV Pioneer Hall of Fame and *CableFAX Daily's* Sales Hall of Fame. His industry and civic commitments have included board positions with the Cable & Telecommunications Association for Marketing (CTAM), CTAM's Educational Foundation, the T. Howard Foundation (diversity in media), the Alexander Youth Network and the UNC-Chapel Hill Journalism and Communications School Board of Advisors.

Goodwyn holds a bachelor's degree in journalism and communications from the University of North Carolina at Chapel Hill.

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.

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