



**FOR IMMEDIATE RELEASE**

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**DISCOVERY COMMUNICATIONS ANNOUNCES TWO NEW  
SENIOR COMMUNICATIONS POSITIONS TO BE  
FILLED BY TOP EXECUTIVES:**

**LAURIE GOLDBERG TO LEAD COMMUNICATIONS AND PR FOR  
DISCOVERY AND TLC NETWORKS IN THE UNITED STATES**

**ELIZABETH HILLMAN TO OVERSEE GLOBAL COMMUNICATIONS  
FOR DISCOVERY NETWORKS INTERNATIONAL**

Silver Spring, Md. – Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) today announced two new senior communications positions will be filled by top executives, Laurie Goldberg and Elizabeth Hillman.

Hillman, currently Senior Vice President, Communications for Discovery Channel, has been named to the newly created role of Senior Vice President, International Communications, overseeing all aspects of Discovery's global communications and public relations for the company's 140 global networks, and business operations in 180 markets. Most recently Senior Vice President of TLC Communications, Goldberg expands her publicity and public relations leadership to also include all communications responsibilities for Discovery Channel in the United States in the newly created role of Executive Vice President, Public Relations, Discovery and TLC Networks.

In line with the recent announcement of Eileen O'Neill as Group President, Discovery and TLC Networks, Laurie Goldberg will take on the expanded role of EVP, Public Relations, Discovery and TLC Networks. As head of communications for TLC for more than three years, Laurie has led and executed the strategy for some of the biggest stories in media, including JON & KATE PLUS 8, SISTER WIVES and SARAH PALIN'S ALASKA. Goldberg has been a major contributor to TLC's successful performance of delivering 31 series with more than 1 million viewers each.

"In her short time with TLC, Laurie has taken her expertise in brand management and media relations and transformed the network into a pop culture powerhouse," said O'Neill, to whom Goldberg reports. "She has been on the front lines throughout television's most riveting programming events, guiding the brand with thoughtful and strategic leadership. I know she will bring the same passion and tenacity to Discovery Channel in this expanded role."

As SVP of International Communications, Hillman will lead the global communications strategy for Discovery Networks International and its President and CEO Mark Hollinger, including driving the rollout of TLC as the leading female TV brand in the world and expanding DNI's networks, talent and businesses in emerging markets across Eastern Europe, Latin America and Asia. As the top communicator for Discovery Channel U.S. for more than six years, Hillman successfully raised the channel's profile through tent-pole specials PLANET EARTH and LIFE and helped drive ratings for the best season ever of SHARK WEEK.

"As we continue our expansion of Discovery's global networks and businesses, 2011 will be a key year for growth and building our portfolio around the world. Our ability to communicate our strategy and strengths, as well as publicize our programming and brands, is mission critical for our success. Liz is one of the top communications executives in the industry, and I am confident she will bring her trademark energy, passion and creativity to driving our mission of being the number one nonfiction media platform in the world," said Mark Hollinger, President and CEO, Discovery Networks International.

Hillman will report to David Leavy, Executive Vice President of Corporate Affairs and Global Communications.

**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://www.discoverycommunications.com).

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