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DISCOVERY COMMUNICATIONS AND MIKE ROWE ANNOUNCE “DISCOVER YOUR SKILLS” – A MULTIMEDIA INITIATIVE TO HIGHLIGHT AND PROMOTE JOB SKILLS

-- Creator, Executive Producer and Host of Discovery Channel’s DIRTY JOBS WITH MIKE ROWE to Testify Before US Senate Commerce, Science and Transportation Committee on Critical Need to Address Growing Skills Gap Among US Workforce --

(Silver Spring, Md.) – Discovery Communications and Mike Rowe, creator, executive producer and host of Discovery Channel’s DIRTY JOBS WITH MIKE ROWE, today announced “Discover Your Skills,” a new multimedia public affairs campaign designed to address the growing decline in US skilled labor expertise. The goal of “Discover Your Skills” is to provide unemployed and underemployed Americans with access to critical resources for obtaining marketable job skills and expertise, and to raise awareness of career opportunities.

Announcing the initiative, Rowe will testify at the invitation of Senator Rockefeller, Chairman of the Senate Commerce, Science and Transportation Committee, at a hearing titled “Manufacturing Our Way to a Stronger Economy.” He will relate his experiences over the past seven years on DIRTY JOBS, apprenticing alongside more than 300 skilled labor workers in nearly every industry and every state, and witnessing the critical role these workers and their occupations play in supporting the US economy. “Discover Your Skills” is a partnership with mikeroweWORKS, Rowe's own campaign to help close the skills gap, launched on Labor Day 2008.

“I’m honored to have the opportunity to speak in front of the Senate on such an important issue as our country’s widening skills gap,” said Rowe. “I’m no expert, and the issues are complicated, but DIRTY JOBS has offered me a unique opportunity to reconnect with the kind of people that

make civilized life possible for the rest of us. With Discovery firmly behind this issue, we can reach an enormous audience. That's key, because the skills gap in our country impacts every industry, including manufacturing. It's personally important to me and critical to anyone else addicted to paved roads and indoor plumbing."

"No one is more passionate or articulate than Mike on the looming risks associated with our country's growing skills gap and the urgent need to change the misperception that skilled labor jobs are not 'good jobs,'" said David Zaslav, president and CEO of Discovery Communications. "As the #1 nonfiction media company with 14 US networks that reach more 780 million cumulative subscribers, Discovery is uniquely positioned to deliver this message to a mass audience and provide meaningful support on a national level. Like Mike, the people you see on Discovery's networks are real people, many of whom are not only television personalities, but also successful professionals working in critical areas of the economy, and we look forward to working with them to help develop and empower the next generation of skilled workers and reframe the way skilled trade jobs are perceived."

As part of "Discover Your Skills," Rowe, along with other Discovery networks' personalities, will participate in on- and off-air programs and events to raise awareness of career opportunities and highlight the importance of training workers to fill these critical jobs. Participating on-air talent have distinctive skills that are particularly valuable and needed in today's marketplace, and are credible to viewers interested in similar professions.

The initiative also will leverage Discovery Education's position as the leading provider of broadband education content and services to US schools to spotlight information on career opportunities in skilled trades and how to obtain the training and experience necessary to pursue them. This includes tools that support the development of digital literacy, math and critical thinking skills required for individuals to obtain gainful employment.

"Discover Your Skills" is part of Discovery's Impact programs, which leverage the power of Discovery's brands, businesses and employees to give back and make a direct impact on the communities in which we live and work.

The US Senate Commerce, Science and Transportation Committee's "Manufacturing Our Way to a Stronger Economy" hearing is scheduled for 2:00 p.m. EDT on Wednesday, May 11. A live webcast will be available on the committee's website at <http://commerce.senate.gov/public/>.

Additionally, a full transcript of Rowe's testimony will be available on the Discovery Impact website at <http://impact.discovery.com>.

About Mike Rowe

In addition to being known around the world as the "Dirty Jobs Guy" and the voice of shows like "Deadliest Catch," Mike stays busy with speaking engagements around the country and working with partners like Ford, Caterpillar, Kimberly-Clark, Master Lock and Lee Jeans. He is proud to be this year's ambassador for Lee's National Denim Day to raise awareness for breast cancer research. Mike also has his own website, mikeroweworks.com, which was created as a "PR Campaign for Hard Work" and advocates regularly a number of farming and skilled trades issues.

About Discovery Education

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) revolutionized television with Discovery Channel and is now transforming classrooms through Discovery Education. Powered by the number one nonfiction media company in the world, Discovery Education combines scientifically proven, standards-based digital media and a dynamic user community in order to empower teachers to improve student achievement. Already, more than half of all U.S. schools access Discovery Education digital services. Explore the future of education at www.discoveryeducation.com.

About Discovery Impact

Through its Discovery Impact programs, Discovery Communications (Nasdaq: DISCA, DISCAB, DISCK) leverages the power of its brands, businesses and employees to give back to the world. From programming that inspires and educates to annual events that make a direct impact on the communities in which we live and work, Discovery strives to celebrate, support and sustain the majesty of the earth's people, animals and natural beauty. For more information about how Discovery is making an impact, please visit: <http://impact.discovery.com>.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and territories. Discovery is dedicated to satisfying curiosity through 130-plus worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to

schools and owns and operates a diversified portfolio of digital media services, including HowStuffWorks.com. For more information, please visit www.discoverycommunications.com.

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