

NEWS RELEASE

FOR IMMEDIATE RELEASE

February 23, 2010

CONTACT:

Amber Harris, 240-662-5235

amber_harris@discovery.com

or

Brenda Walker, 206-515-7690

brenda.walker@zumobi.com

TLC APP NOW AVAILABLE ON THE APP STORE

– TLC App Features Videos, Blogs and Social Network Sharing –

(Silver Spring, MD.) – Wondering what cake creation tops **CAKE BOSS** Buddy Valastro's list? Wanting to drop a hint to a friend that matching doesn't mean monochromatic when it comes to fashion? Discovery Communications, the world's number one nonfiction media company, today announced the launch of its TLC App for iPhone and iPod touch on the App Store.

The TLC app features video clips from the network's top shows, including **CAKE BOSS**, **WHAT NOT TO WEAR**, **LITTLE PEOPLE, BIG WORLD** and **19 KIDS AND COUNTING**, and allows users to share clips via email, Facebook and Twitter. Fans can also access tips and insider perspectives from their favorite TLC faces through the latest blog posts from TLC.com.

"In today's on-the-go world, Discovery Communications is committed to connecting our fans with the real-life personalities and stories that we share on our networks," said Doug Craig, Senior Vice President, Digital and Home Entertainment, Discovery Communications. "The TLC App extends our robust offerings for iPhone and iPod touch and we look forward to further engaging our viewers across these platforms."

Designed in collaboration with Zumobi, a leading mobile media company and publishing network, the app features easy access to Lifestyle Guides covering Food, Family, Weddings, Style and Home. Additionally, fans looking to enjoy full episodes can purchase and download TLC's top shows from the iTunes® Store.

"We are excited to partner with Discovery in expanding the lifestyle category on our network with TLC's line-up of compelling content and remarkable cast of engaging and authentic personalities," said Ken Willner, Zumobi CEO.

The TLC App is available for free from the App Store on iPhone and iPod touch or at

www.itunes.com/appstore/.

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.

About The Zumobi Network

Zumobi is a leading mobile media company that publishes branded applications for next-generation smartphones. Zumobi's portfolio of mobile applications comprises The Zumobi Network, which provides innovative and comprehensive solutions for brands, media properties and consumers to connect and engage. For more information, please visit www.Zumobi.com.