



NEWS RELEASE

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Sid the Science Kid® Headlines New Content Coming to Discovery Education's Digital Services

-- *Agreement brings series content from The Jim Henson Company and KCET/Los Angeles to Discovery Education Science for Elementary users--*

-- *Additional PBS NewsHour segments from MacNeil Lehrer Productions and fresh content for Discovery Education's STEM Connect to be added soon --*

Silver Spring, Md. (August 19, 2010) – Discovery Education announces a new agreement with The Jim Henson Company to bring clips from all 40 episodes of *Sid the Science Kid*® to Discovery Education Science for Elementary in the coming months.

Following the animated adventures of Sid, an inquisitive youngster, *Sid the Science Kid* uses comedy and music to tackle questions kids have about basic scientific principles. Based on national science learning standards, cognitive learning theory, and the preschool science curriculum, *Preschool Pathways to Science*, each episode is built around a single scientific theme or concept.

In addition, Discovery Education is adding 51 news segments from the award winning *PBS NewsHour* produced by MacNeil Lehrer Productions to Discovery Education *streaming* before year's end. These carefully selected segments are aligned to high school curriculum and take a straightforward, informative approach to a variety of current events topics, including: global health, energy and the environment, science and technology, and business and the economy.

Finally, this fall Discovery Education will add 16 new video resources to the STEM Connect area of Discovery Education *streaming*. Provided at no cost to Discovery Education *streaming* subscribers as part of Discovery Communications' *Be the Future* initiative, STEM Connect is a curriculum-based and career development science resource designed to fuel teacher and classroom engagement by helping students link science, technology, engineering and mathematics to the real world. The new content being added to STEM Connect focus on a variety of careers, from robotics technicians to astrobiologists, and will help students learn more about the knowledge and skills it takes to secure STEM-related careers in a competitive global economy.

“Research shows that high quality digital content is a powerful tool with which to engage students,” said Lisa O’Brien, director of content management, Discovery Education and a former

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Massachusetts public school teacher. “We are proud to bring these exciting new titles from top producers to educators across the country.”

Discovery Education’s Curriculum Development team reviews all content to ensure appropriateness for K-12 classrooms, creates teaching materials to accompany the videos, and segments the programs into 2-3 minute teachable moment clips. To assist in the process and to ensure impartial review of materials, the Curriculum Development team also works in partnership with external content experts across curriculum areas, including teachers, curriculum supervisors and district-level administrators.

“*Sid the Science Kid*, the tremendous content from MacNeil Lehrer Productions, and the additional resources we are adding to STEM Connect are all prime examples of the top-quality digital content we are providing educators each day,” said Eric Phillips, executive vice president, Discovery Education. “Discovery Education will continue to partner with producers and publishers around the world to ensure our digital services maintain their ‘best in class’ status.”

For more information about Discovery Education *streaming* or any other products and services from Discovery Education, please visit www.discoveryeducation.com or call 800-323-9084.

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.

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THE JIM HENSON COMPANY

The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy® nominated "Sid the Science Kid," "Dinosaur Train," "Wilson & Ditch: Digging America" and "Pajanimals." Features include "The Dark Crystal," "Labyrinth," "MirrorMask," and "Unstable Fables" and television productions include "Fraggle Rock" and the sci-fi cult series "Farscape."

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson's Creature Shop™, a pre-eminent character-building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state-of-the-art and vintage equipment. The Company's Henson Alternative brand has recently announced the national tour of "Stuffed and Unstrung," a live puppet improvisational show named one of the top 10 "Best Stage Shows of 2010" by *Entertainment Weekly*.

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