

GLOBE

A Quarterly Newsletter from Discovery Communications Volume 1, Number 1, September 2008



FEATURED ARTICLES:



29 Million Tune in for Discovery Channel's 21st Annual SHARK WEEK

planet green 

Planet Green Debuts with "Launch of the Year"



Discovery's Networks Earn 14 Emmy® Nominations

Discovery Communications Becomes a Public Company: A Message from David Zaslav



On September 18, Discovery Communications achieved a major milestone in its nearly 25-plus-year history by becoming a public company traded on the NASDAQ stock exchange. As a pure-play content company, I believe this new structure creates increased flexibility to drive innovation and pursue areas of strategic investment. At the same time, with John Hendricks as our chairman, the company will continue to be dedicated to our original mission of satisfying curiosity through high-quality, knowledge-based content across all consumer platforms.

Over the past year, Discovery has successfully executed in a number of areas. We invested in more new programming than ever before. We refreshed the Animal Planet and Discovery Channel brands. We introduced Investigation Discovery and Planet Green – the latter of which was hailed as the most significant network introduction of the year. We began to leverage the recent acquisition of HowStuffWorks.com and launched the site's first advertising campaign. Internationally, we continued to enjoy strong growth, and we extended our industry-leading international HD footprint to 17 countries.

In the weeks ahead, we will continue to rollout the highest quality programs in the world, including new seasons of highly rated series like MAN VS. WILD and groundbreaking specials including the six-part series IDITAROD premiering in October. We also continue to ramp up for next year's launch of OWN: The Oprah Winfrey Network in 67 million U.S. homes and online with Oprah.com.

Overall, it is an exceptional time to be involved with Discovery. We are the number-one nonfiction media company in the world and I am confident that we are better positioned than ever before, as a public company, to continue executing and growing in the years ahead.

David Zaslav is President and Chief Executive Officer of Discovery Communications and serves on the company's Board of Directors.

Discovery's Networks Earn 14 Primetime and News and Documentary Emmy® Nominations

Discovery Channel's DEADLIEST CATCH topped the list of Discovery Communications' Emmy nominees earning primetime nominations in five categories: Outstanding Nonfiction Series, Outstanding Cinematography For Nonfiction Programming, Outstanding Picture Editing For Nonfiction Programming, Outstanding Sound Mixing For Nonfiction Programming (Single Or Multi-Camera) and Outstanding Special Class - Short-Format Nonfiction Programs. Discovery Channel's DIRTY JOBS was nominated for Outstanding Reality Program and HUMAN BODY:





Discovery Channel #1 in Quality Among Media and TV Brands Measured by EquiTrend®

Discovery Channel is the #1 Media Brand in Overall Quality for the 12th year in a row, and the #1 Television Brand in Overall Quality for the 16th year in a row, according to the Spring 2008 EquiTrend® Brand Equity Study by Harris Interactive®. Discovery Channel also ranked eighth overall for quality among all brands measured – the highest score of any media brand.

Discovery Channel ranked #1 among all media and television brands in seven of the eight categories measured: purchase consideration, equity, overall relevance, brand expectations, distinctiveness, trust and quality. Among all television brands, four Discovery networks ranked in the top 10 for overall quality – Discovery Channel, TLC, Animal Planet and Discovery Home Channel (now Planet Green).

In other notable results, DiscoveryChannel.com was ranked in the top five and Discovery.com ranked in the top 10 for quality among all online brands.

TLC'S JON & KATE PLUS 8 Reaches Season High Numbers

Currently in its fourth season, TLC's hit series JON & KATE PLUS 8 has reached over 27.2 million unique viewers year to date. On September 1, JON & KATE PLUS 8 saw its highest rated episode during this current season in households, P25-54, P18-49, P18-34, and P18+, which gave TLC its best Monday night third quarter to date in all key demos, for both rating and delivery.

On August 18, JON & KATE PLUS 8 saw its highest rated episode in its fourth season in terms of W25-54, W18-49, W18-34, W18+ and W2+ and ranked #1 in its time slot in W25-54, W18-49 and W18-34 among ad-supported cable. The program also ranked #4 among all networks in primetime in W18-34. [Source: Nielsen Media Research via NPower and StarTrak, Live + Same Day data. New episodes only.]



14 Emmy® Nominations cont. pg. 1

PUSHING THE LIMITS was recognized for Outstanding Special Visual Effects For A Series.

TLC's LITTLE PEOPLE BIG WORLD earned a nomination for Outstanding Musical Composition For A Series (Original Dramatic Score) and Animal Planet's MEERKAT MANOR was recognized for Outstanding Cinematography For Nonfiction Programming.

For the 29th Annual News and Documentary Emmy® Awards, LIVING WITH CANCER and BREAKING POINT, two programs from the Discovery Channel original series KOPPEL ON DISCOVERY, were nominated for Outstanding Interview and Outstanding Individual Achievement in a Craft: Editing, respectively, and EXPEDITION TO BORNEO received a nod for Outstanding Science, Technology and Nature Programming. Animal Planet received a News and Documentary nomination for Outstanding Individual Achievement in a Craft: Cinematography - Nature Documentaries/Dramatic Recreations for BUDDHA, BEES & THE GIANT HORNET QUEEN, and Investigation Discovery garnered a nomination for Best Documentary for THE KILLER WITHIN.

Big Debut for DESTROYED IN SECONDS

The new Discovery Channel series DESTROYED IN SECONDS debuted on August 21 and has produced significant gains over the network's Thursday 9-10 p.m. timeslot delivery among M25-54 (+74%), compared the prior six-week timeslot norm. On August 21, the DESTROYED IN SECONDS premieres ranked as the #4 and #5 programs in M25-54 ratings for ad-supported cable prime.



29 Million Tune in for Discovery Channel's 21st Annual SHARK WEEK

Discovery Channel's 21st annual SHARK WEEK, which aired from July 27 to August 2, 2008, was watched by 29.1 million viewers, compared with 27.2 million in 2007. Cable television's longest running programming event, SHARK WEEK takes viewers around the globe to spotlight the diversity of sharks, address myths about sharks, spotlight lesser-known and unusual sharks, and educate the public about the importance of marine conservation.

This summer's SHARK WEEK featured six premiere programs hosted by noted shark researchers from around the world and

Discovery Channel's top talent, including the MYTHBUSTERS, SURVIVORMAN's Les Stroud and DIRTY JOBS' Mike Rowe. Two 2008 premieres earned a place on the list of the top 10 rated SHARK WEEK programs (reported since 1996, based on P2+ Delivery): the MYTHBUSTERS: SHARK SPECIAL and DIRTY JOBS: GREENLAND SHARK QUEST. These programs were watched by 6.2 million and 3.9 million unique viewers respectively. [Source: Nielsen Media Research; cume; M-Su 8-11P; LSD P2+; 6-minute qualifier.]

Online SHARK WEEK content also experienced substantial

gains, with more than 11.5 million page views and one million total visits from July 1 to August 2, an increase of 20% over totals from the same time period last year. From July 27 to August 2, SHARK WEEK content drew a record breaking 7.5 million weekly page views and more



than 600,000 total visits, outpacing totals from SHARK WEEK 2007. The robust site featured the critically-acclaimed Sharkrunners alternate reality game, a "state of the shark" map, exclusive video, blogs and podcasts, and shark facts. [Source:omniture, Inc.]

Who's Watching: Ratings Highlights

Investigation Discovery Uncovers Consecutive Monthly Growth



Since re-launching in January of 2008, Investigation Discovery (formerly Discovery Times Channel) has experienced consecutive monthly double-digit growth among households and P25-54 in primetime and total day. These significant gains reflect a new original slate of programming, which has created a destination on-air and online for audiences who enjoy piecing together puzzles and absorbing emotional tales about the issues shaping our culture and defining our world.

Women Flock to the "Planet"



Since Animal Planet's rebrand in February 2008, audience delivery for women 25-49 has increased 29% in total day and 15% in primetime compared to the same time period in 2007. The network has also enjoyed six consecutive months of audience growth among women 18-49 that exceeded year-ago levels by more than 20% in total day (February through July).



UNTAMED & UNCUT: An Unbridled Ratings Success

UNTAMED & UNCUT, which features exciting animal encounters caught on tape, has been Animal Planet's top performing series this summer (June and July), scoring gains of 87%

on Sunday nights compared to the year-ago primetime average in P25-54 delivery.

Discovery Health Delivers Double-Digit Ratings Gains



Discovery Health and Military Channel both experienced double-digit primetime and total day ratings growth in the second quarter of 2008 compared to the same period in 2007. Discovery Health's ratings grew 23% in households and 31% in P25-54 in primetime, and 14% growth in households and 16% in P25-54 for total day.

Treehugger Extends Online Roots

TreeHugger, a leading online outlet dedicated to driving sustainability mainstream acquired by Discovery Communications, in August 2007, has successfully transitioned into an integral element of Discovery's Planet Green initiative. The site has shown growth in both audience (with unique visitors increasing 33%) and in the number of pages consumed by each visitor (a 60% increase) in the past year. TreeHugger focuses on growing an international stable of leading green writers, currently numbering 50 worldwide, who create an evergreen library of informative, aspirational green content, adding over 800 posts/articles each month. This library currently encompasses more than 23,000 posts. TreeHugger also continues to enjoy broad recognition including making Time Magazine's list of top five blogs. Earlier this year TreeHugger's founder Graham Hill and Meaghan O'Neill, TreeHugger editor in chief, published Ready, Set, Green: Eight Weeks to Modern Eco-Living from the Experts at Treehugger.com.





Planet Green Debuts with “Launch of the Year” in 50 Million Homes

On June 4, Discovery Communications unveiled its newest brand, Planet Green – the first 24/7 multi-media environmental lifestyle and entertainment destination – with what the *New York Times* called “the highest profile launch of the year.”

Discovery introduced an entirely new genre of programming to the marketplace with almost 100% original content – 250 hours representing 14 new shows. The brand features an impressive and eclectic group of talent and experts in a broad selection of categories including lifestyle and culture (SUPPER CLUB WITH TOM BERGERON, HOLLYWOOD GREEN WITH MARIA MENOUNOS, ALTER ECO), food (EMERIL GREEN), transportation (MEAN GREEN MACHINES), transformation (STEVE THOMAS’ RENOVATION NATION, WA\$TED, TOTAL WRECKLAMATION), technology and invention (G WORD featuring SuChin Pak and CBS Science correspondent Daniel Sieberg and STUFF HAPPENS with Bill Nye) and news to use (FOCUS EARTH with Bob Woodruff).

As part of the Planet Green launch, Discovery executed a comprehensive multi-city, multi-platform, multi-week marketing

and PR strategy that kicked off at the Indianapolis 500 with a series of green tips that played on the jumbotrons throughout race day. On May 28 in Los Angeles, Planet Green hosted a star-studded, green carpet event in conjunction with the taping of the final episode of BATTLEGROUNDS EARTH: LUDACRIS VS. TOMMY LEE. The event featured a charity concert at the Greek Theater

**planet
green**



benefitting the reforestation of Griffith Park where nearly 1,000 acres of the park were scorched by wildfires.

On launch day, Planet Green and *The New York Post* hosted a “Random Acts of Greenness” campaign giving away bicycles and Planet Green gear around New York City. *The New York Post* also made history by printing its distinctive masthead in green. Additional launch day events included five major league baseball teams wearing green baseball caps and a first pitch from Discovery President and CEO David Zaslav at the Washington Nationals game.

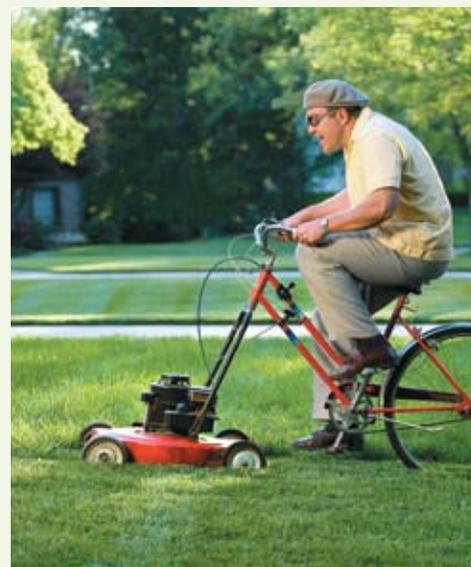


Going Green Around the World

In addition to U.S.-based initiatives, Discovery is also leveraging its green programming strategy and global interest in the environment around the world. In the first quarter of 2008, Planet Green was introduced in Latin America under the tagline DESCUBRE EL VERDE. DESCUBRE EL VERDE includes special programming and interstitials on Discovery Channel, Animal Planet, Discovery Kids and Discovery Home & Health, as well as content offerings and interactive tools on the websites: descubreelverde.com (in Spanish) and descubreverde.com (in Portuguese).

Discovery Networks Asia also launched a Planet Green programming block on Discovery Channel in March 2008 throughout the region. (Another programming block in China was launched on Discovery Channel in April 2008, sponsored by ŠKODA Auto.) The Planet Green block in Asia launched with 50 hours of programming in 2008, from relevant stories produced out of the region, to global specials that celebrate, preserve and protect the environment. The block kicked off with a six-part premiere series, FEARLESS PLANET.

In July 2008, the Big Green Build Night launched on Discovery Real Time in the UK, featuring a programming block from Planet Green in the U.S.





Oprah Winfrey and Discovery Staff Up for 2009 Debut of OWN

Oprah Winfrey and Discovery Communications recently made several important appointments to lead the launch of OWN: The Oprah Winfrey Network, with Robin Schwartz taking the reigns as President for OWN, Nina Wass assuming the role of senior vice president, creative affairs, and Nicole Nichols coming on board as senior vice president of communications and strategy.



Schwartz was previously President of Regency Television in Los Angeles, a joint venture between New Regency Films and News Corporation's Fox Television Studios, where she served as a studio head, responsible for all aspects of development and production for scripted comedy and drama series. She will lead all key business functions for the network, including development, programming, production, marketing, research and communications, and will work in partnership with advertising sales and distribution to generate revenue and broaden the value of the OWN brand.

Wass and Nichols will report to Schwartz. Wass will serve as a chief member of the senior team, contributing to strategic planning and network direction. She also will manage all programming, including scheduling and production, and help to build OWN's development and production teams. A lauded broadcast television producer, Wass spent the past nine years producing programs

under a deal with Touchstone Television/ABC Studios. Nichols will serve as chief spokesperson and develop and implement internal and external communications strategies for the multi-platform venture. Nichols joins OWN from Disney/ABC Television Group, where she most recently served as senior vice president, entertainment communications.

OWN is scheduled to debut in the second half of 2009 as a multi-platform media venture, featuring OWN: The Oprah Winfrey Network, (currently Discovery Health Channel) in 67 million homes, and the award-winning digital platform, Oprah.com.



New Animal Planet Brand Goes International



In October, the refreshed and invigorated on-air Animal Planet brand and programming slate introduced in the U.S. in January 2008 will be extended to the UK, Europe, the Middle East, Africa, Latin America and Asia-Pacific. In addition to a dynamic new logo and a vibrant on-air graphics package, the new international will offer viewers a variety of new Animal Planet programming including the stunning, immersive nature films for which the network is renowned, as well as quality docu-soaps, docu-dramas and ground-breaking CGI that brings to

life the amazing diversity of the animal kingdom.

The new slate will feature programming that ranges from raw, emotional and passionate to fun and humorous, exploring close-up encounters with wildlife, following heroic crusaders as they go into battle to protect the animal kingdom and highlighting the joy of sharing life with devoted animal companions. Featured programming will include ORANGUTAN ISLAND, PANDAMONIUM, ANIMAL COPS: SOUTH AFRICA, and ESCAPE TO CHIMP EDEN.



Discovery Extends Global HD Leadership with Launch of Discovery HD in Australia

On July 1, Discovery Networks Asia-Pacific launched Discovery HD in Australia as one of the five dedicated 24/7 HD channels offered by FOXTEL's new service, FOXTEL HD +. Discovery HD first launched in the Asia-Pacific region in 2005 and is currently available in 17 international markets.

Discovery HD features dynamic content that maximizes the potential of high-definition technology and lends itself perfectly to the type of rich, spectacular images that Discovery features. In addition to key ASTRA award-winning programs such as AMERICAN CHOPPER in glorious high-definition, the new channel also will offer programming unique to Discovery HD, never seen in the market before, including the spectacular MONUMENTAL VISION and stunning MAGNIFICENT ITALIA.

Discovery is the leading international provider of HD networks with services offered in 17 markets including Australia, South Korea, Japan, Singapore, Hong Kong, Canada, Germany, Austria, Ireland, the UK, Poland, the Netherlands, Belgium, Denmark, Sweden, Norway and Finland. In the United States, Discovery Communications was the first media company to offer a 24/7 high-definition network with the launch of HD Theater in 2002. The company also operates five HD simulcast services in the United States for Discovery Channel, TLC, Animal Planet, Science Channel and Planet Green. Discovery's HD networks reach 17 million households worldwide.



International Notes: Updates from Around the Globe

Josh Bernstein Goes Global on Discovery Channel

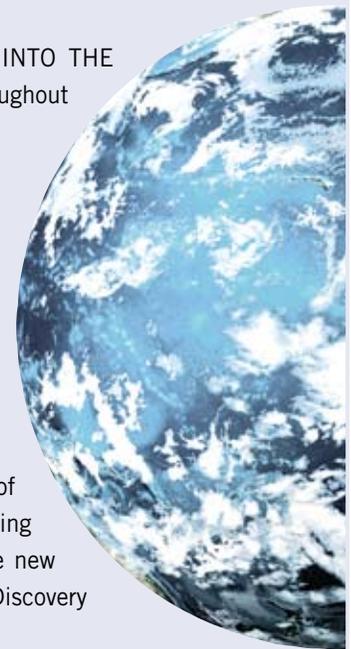
Discovery Channel is rolling out the premiere series INTO THE UNKNOWN with Josh Bernstein this autumn throughout Europe, Asia and Latin America.

Discovery Networks Asia Launches Discovery Turbo

On September 22, Discovery Networks Asia-Pacific will launch Discovery Turbo, a new channel offering adrenaline-fueled entertainment for viewers who love the rush of all things motored, in place of Discovery Real Time.

Discovery Networks India Expands Portfolio

Discovery Networks India will expand its portfolio of channels in the Indian media environment. Pending regulatory approval the company plans to launch three new and diverse 24-hour services – Discovery Science, Discovery Turbo and Discovery HD in early 2009.



HowStuffWorks Launches Inaugural Marketing Campaign

On June 30, Discovery's award-winning website HowStuffWorks.com launched its first-ever marketing campaign, using unique and attention-grabbing video to compel people to "Keep Asking" – to dig deeper and get a better understanding of how the world actually works. Whether it be everyday, obscure, historical or news-related information, visitors to the site will find what they need to satisfy their curiosity online. The break-through campaign is running across Discovery Communications' online and TV assets.

The launch of the new marketing campaign demonstrates the natural alignment between Discovery's online and network brands. HowStuffWorks will now reach Discovery's audience of information seekers and introduce them to an extensive library of high-quality and easy to understand

howstuffworks™

explanations spanning from solar cells to skyscrapers, from hybrid cars to HDTV, and countless other topics.

"This new campaign supports the site's core value proposition of 'making you smarter' by motivating people to go beyond the first layer of information and get the underlying explanation, which they can find at HowStuffWorks.com," said Jeff Arnold, CEO of HowStuffWorks.com. "In addition to the launch of the campaign, we've continued to make good progress since the acquisition closed. HowStuffWorks has contextually integrated content from Discovery's assets, launched a new site design, and experienced a 50 percent growth in its web traffic."



Discovery Expands Mobile Footprint

Discovery recently added four new short-form video channels for TLC, Animal Planet, Planet Green and Discovery Kids on Verizon Wireless' V CAST Video service. The new channels provide mobile users with access to a broad selection of clips from popular shows such as JON & KATE PLUS 8, UNTAMED & UNCUT, WA\$TED and BINDI THE JUNGLE GIRL, among many others.



In addition, Discovery launched two new mobile websites. The Planet Green mobile site features content from the new 24-hour eco-lifestyle network and the Petfinder site allows consumers to search more than 280,000 adoptable pets from over 11,600 shelters and rescue groups from their wireless devices.

Discovery Commerce Moves to Fully Leverage Brands Through Licensing

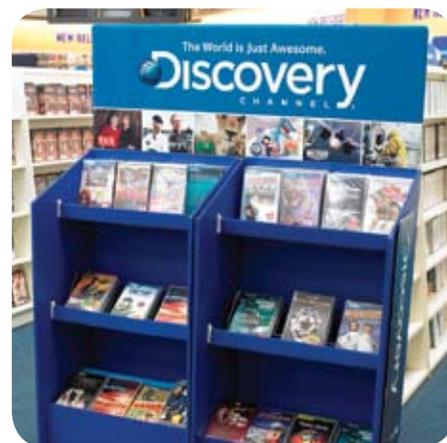
Discovery Commerce has partnered with leading licensing agency, the Joester Loria Group, to explore licensing opportunities for its key properties and brands and to create relevant merchandising programs around these brands. The agency will represent Discovery's core network brands including Discovery Channel, Animal Planet, TLC and Planet Green; and key properties including JON & KATE PLUS 8, DEADLIEST CATCH and DIRTY JOBS.

Additionally, Big Tent Entertainment, the licensing agent for Discovery Kids, will soon debut the first mass market line of kid-focused interactive science toys under the Discovery Kids brand. Also, the first line of MYTHBUSTERS-branded science kits is scheduled to roll out in 2009. Big Tent and JLG both report very favorable responses from retailers and manufacturers to Discovery's licensing initiatives.

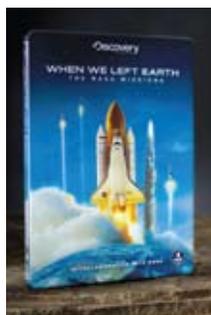
What's in Store: Discovery Commerce Highlights

Blockbuster Partnership Expands Home Entertainment Reach

In a deal with Blockbuster home entertainment stores, Discovery has launched its first dedicated, branded display space for DVD sales in more than 2,600 Blockbuster locations. Discovery DVD and network promotables receive additional exposure through trailers that run on Blockbuster's in-store television network. Due to the success of the DVD sales, Blockbuster will soon add licensed merchandise to the product assortment.



Discovery Channel's NASA: WHEN WE LEFT EARTH Takes Off With Consumers



Discovery Channel's landmark series NASA: WHEN WE LEFT EARTH is enjoying great success across multiple platforms since its June premiere. It is among the best-selling titles at Discoverystore.com and ranks as the best selling DVD-on-demand title on Amazon.com. Additionally, this fall it launches at a number of major retail chains including Best Buy, BJ's, Costco and WalMart Canada. Leading book, media and music seller Borders also is giving the title key exposure in its 400+ stores via dedicated, stand-alone merchandise displays, a 45-minute in-store video loop, and on the

Borders.com e-commerce site.

Discovery and Sony Team Up on Blu-ray

Having already staked out a leadership position among high-definition television programmers, Discovery Commerce is showcasing its own Blu-ray Disc™ offerings through a co-promotional deal with Sony Electronics. The gift-with-purchase promotion is available through 11,000 major retailers throughout the U.S., including Wal-Mart, Target, Circuit City and Best Buy, and gives consumers a free Blu-ray Disc™ program sampler with episodes from two of Discovery's signature high-definition programs, FEARLESS PLANET and SUNRISE EARTH. The deal also gives additional exposure to Discovery's stunning high-definition programming through in-store video running on Sony Bravia display models at these retail locations.

Key Home Video Releases for Q4

- Jon & Kate Plus 8 Season 3
- Greensburg
- Little People Big World Season 2
- MythBusters Season 5
- Sunrise Earth: Ancient Sunrise
- Deadliest Catch Season 4
- Meerkat Manor: The Next Generation
- Fight Quest Season 1
- Storm Chasers Season 2
- Survivorman 2
- Discovery Essential Dinosaur Pack
- Sunrise Earth: Seaside Collection (Blu-ray)
- Growing Up Gift Pack



Discovery Education & Community Initiatives

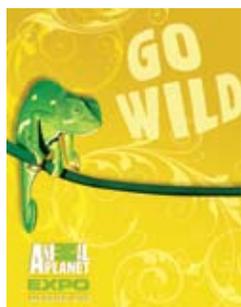
Siemens We Can Change The World Challenge



Discovery Education, the Siemens Foundation and the National Science Teachers Association (NSTA) have launched a new education initiative

to inspire student achievement in sustainability. Encouraging students in every grade level to develop green solutions for schools, homes and communities, the Siemens We Can Change the World Challenge transforms participants into active citizens for a greener tomorrow. The Siemens We Can Change the World Challenge is a national K-12 sustainability education initiative aligned to state education standards. The challenge kicks off in September with a national middle school competition. For more information, log on to www.wecanchange.com.

Animal Planet Expo



Discovery Domestic Distribution's award-winning traveling tour, Animal Planet Expo, delighted over 250,000 animal lovers in 12 cities across

the U.S. this summer. In its 11th year, Animal Planet Expo, the largest mobile marketing tour of its kind, partnered with local cable affiliates to provide a free, fun-filled experience for families and their pets. From exotic animal presentations to high-flying Frisbee dog shows, there was never a shortage of ooh- and ahh-inspiring moments at Animal Planet Expo. National sponsors the makers of Fresh Step®, Purina®, and Oust® contributed to Expo's success with the Fresh Step® Pet Den, the Purina® Dog Park and

Oust® clean up stations. The all-new Planet Green Experience gave visitors a chance to ride an eco-bike, play an interactive trivia game and take an eco-photo. On-air talent, including Animal Planet's Jeff Corwin and Philippe Cousteau and Planet Green's Steve Thomas, were on-hand to sign autographs and pose for photos with fans.

Discovery Education *streaming* Library Growing to 5,000 Videos by December

Discovery Education continues a major initiative to expand the robust media library of its flagship product, Discovery Education *streaming*. By the end of 2008, Discovery Education will grow Discovery Education *streaming's* digital library, already the largest digital media library available to educators anywhere, to more than 5,000 videos, an increase of 25 percent. The only digital video-based learning resource scientifically proven to increase academic achievement, Discovery Education *streaming* enhances curriculum with high-quality digital media tied to state standards. Today, 1 million educators and over 35 million students in more than half of U.S. schools use Discovery Education *streaming* in their classrooms – building brand loyalty for the next generation of Discovery viewers.

Science Matters!

The multifaceted Science Matters! initiative rolled out to 15 school districts across



the U.S. this year, fostering student engagement in science during the years when interest tends to fade – middle school. Discovery Education, Science Channel and affiliate partner Comcast hosted interactive science assemblies to kick-off a contest where students were invited to submit projects explaining why they think science matters and its relevance to everyday life. In July, the Sutter Science Club at Sutter Middle School in Sacramento, Calif.

was selected as the grand-prize winner and awarded \$25,000 to build a dream science classroom, a 12-month complimentary subscription to Discovery Education Science – Discovery Education's premier online science curriculum – plus a video iPod for each team member and inclusion in a televised spot that ran during Science Channel's SPACE WEEK.

Discovery Education and 3M Announce Young Scientist Challenge Finalists

On July 28, Discovery and 3M announced 44 National State Semifinalists for the Discovery Education/3M Young Scientist Challenge, the nation's premiere Middle School Science Competition. The competition was open to all Middle School Students in the nation, and the semifinalists were selected by a panel of judges for their excellence in science communication in their video entries. On August 20, the Top 10 national finalists were selected, representing Arizona, California, Georgia, Hawaii, Illinois, Kansas, Minnesota, Missouri, New Jersey and Pennsylvania. On October 4-6, the finalists will travel to Washington, D.C., to take part in a series of team-based, interactive challenges focused on this year's theme, "The Science of Space." NASA's Goddard Space Flight Center will play host to this year's competition.

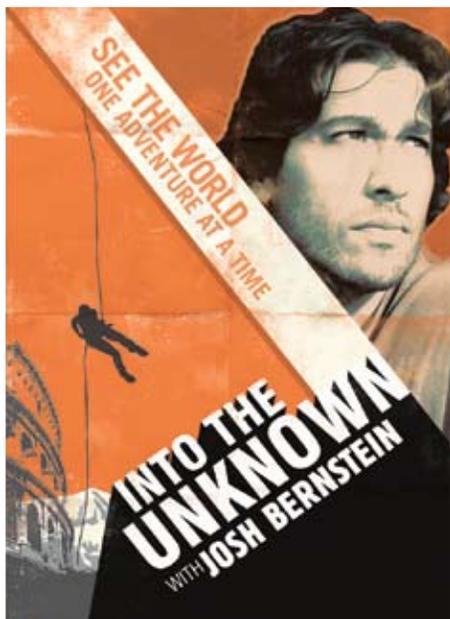
SILVERDOCS Celebrates Fifth Anniversary

SILVERDOCS: AFI Discovery Channel Documentary Festival celebrated its fifth Anniversary June 16-23, 2008. The festival presented 108 films representing 64 countries to an audience of over 25,000 and honored award-winning director, producer, writer and actor Spike Lee for his documentary work at the annual Guggenheim Symposium. Over 750 film and television industry professionals attended the concurrent International Documentary Conference.



Tune In: Programming Highlights

International Explorer Josh Bernstein Goes INTO THE UNKNOWN on Discovery Channel



In August, Discovery Channel launched the world premiere HD original series INTO THE UNKNOWN WITH JOSH BERNSTEIN. Global traveler, explorer and educator Josh Bernstein travels the world to explore its hidden treasures, ancient riddles, modern day issues and natural wonders. From uncovering secret mummification rituals in the jungles of Papua New Guinea to exploring the ancient wealth and wonder of Timbuktu, and from investigating a radical theory regarding elephant attacks in East Africa to revealing the true lifestyle and status of gladiators in the Roman Empire, no location is too remote, no culture too exotic, no goal too ambitious. The series debuted on August 14 with a New York launch party and screening. Discovery Channel partners, clients, press and prominent figures from the diplomatic community and the fields of science, education, exploration, archaeology and conservation joined Discovery Channel President and General Manager John Ford, Bernstein and other members of the Discovery family to celebrate the new series.

Science Channel Debuts All-New Tuesday Night Line-Up



Science Channel's all-new Tuesday night programming line-up features an original series from the producers of HOW IT'S MADE, and a new series that looks at the weirder side of science. Premiering September 29, DECONSTRUCTED engages viewers with an incredible look inside commonplace objects such as barbecue grills, plasma screen televisions, air conditioners, pianos and much more. At 10 PM, WEIRD CONNECTIONS examines life-changing discoveries that happen by accident, coincidence or just plain chance including how a locust watching "Star Wars" could prevent automobile accidents.

Discovery Channel Unveils the "Holy Grail" of Paleontology in SECRETS OF THE DINOSAUR MUMMY

SECRETS OF THE DINOSAUR MUMMY premiered September 14 on Discovery Channel, revealing one of the most unexpected and important dinosaur discoveries of all time. In 2000, a team of amateur paleontologists in Montana discovered 'Leonardo' – a 77 million year-old dinosaur with 90 percent of his body still covered in skin, and the first dinosaur mummy ever found with



intact digestive tract contents. Discovery Channel has exclusive access to this high-tech exploration for SECRETS OF THE DINOSAUR MUMMY. With this once-in-a-lifetime finding, scientists now have more than mere bones to fully reconstruct how dinosaurs looked and lived. From cause of death to Leonardo's last meal, scientific tests provide far more detail than the team of scientists ever expected. Skin impressions and actual fossilized samples of the digested food still inside the viscera, plus skin and joints, allow the team to create the first reconstruction of a giant dinosaur, accurate both inside and out.

LIVING WITH THE WOLFMAN on Animal Planet: How Far Would You Go for Love?



Premiering on October 21, Animal Planet's LIVING WITH THE WOLFMAN follows British wolf expert Shaun Ellis and his girlfriend, Helen, as they attempt to integrate Helen into Shaun's pack. Shaun has been living with wolves for years, but now he must put his knowledge to the test in order to safely immerse Helen into his wolf family. She goes to extremes, following a strict exercise regimen and subsisting only on protein in order to prepare herself for the wolves' intense physical strength and keen sense of smell. Once inside the pack, Helen has to growl, bark and bite her way to authority in order to secure her place in the strict hierarchy of the wolf pack. Helen comes uncomfortably close to the wolves, putting herself in constant danger all in the hopes of becoming part of Shaun's mission and the first woman ever to live with wolves.



One of the Toughest Races on Earth Profiled in Groundbreaking Discovery Channel Series IDITAROD

Discovery Channel continues its exploration into and chronicling of the fascinating world around us with the groundbreaking six-part series IDITAROD, premiering in October 2008. Defining adventure programming, the world premiere series provides a rare look into one of the harshest races in one of the most beautiful and challenging places on the planet – The Iditarod Trail Sled Dog Race. Across frozen rivers, barren tundra, mountains and thick forest in freezing temperatures, this grueling 1,150 mile race from Anchorage to Nome, Alaska puts mushers and their dog teams through the ultimate test of human and animal teamwork and endurance. Filmed in March 2008, IDITAROD will tell its stories through the eyes of the men and women who dared to take on the ultimate test of human and animal teamwork and endurance. The intense preparation and training of race veterans and rookies alike show what it takes to compete not only against each other, but also Mother Nature.



Animal Planet Engages in WHALE WARS

This November, Animal Planet takes viewers on a conservation adventure in the new series WHALE WARS, following the provocative and controversial Sea Shepherd Society on their annual campaign to



eradicate illegal whaling operations. Led by Captain Paul Watson, who founded the Sea Shepherd Conservation Society in 1981 after leaving Greenpeace which he had co-founded, Animal Planet captures the Sea Shepherd's three-month sojourn across the vast and isolated Antarctic waters as the crew uses radical methods to cripple alleged illegal Japanese whaling operations. This new series draws attention to the global conservation issue that has had several nations at odds over the practice of whaling in oceanic territories. Viewers witness firsthand the lack of law enforcement on the high seas, the intensity of their crusade and the trials and tribulations of the crew.

TLC and Real Simple Premiere Series, REAL SIMPLE. REAL LIFE., with Host Kit Hoover



On August 26, TLC and Real Simple announced a new lifestyle makeover series REAL SIMPLE. REAL LIFE., premiering October 18. Hosted by television personality Kit Hoover, each of the series' 15 hour-long episodes will help busy women tackle their daily challenges, sharing strategies to help make life easier. Along with the weekly TV program, TLC and Real Simple will launch a dedicated Web site, realsimplereallife.com, which will delve deeper into the show's makeovers, with exclusive content, how-to videos featuring the show's experts, behind-the-scenes video and surprise check-ins with makeover subjects after the cameras leave.

In addition, starting with the October 2008 issue, Real Simple magazine will produce a TV section every month that will provide a more in-depth profile of one of that month's makeover subjects. The magazine will share the woman's problems and solutions with exclusive tips from the show's experts, answers to viewer questions and bonus content. The special section will provide a unique, relevant experience for Real Simple readers regardless of whether they watch the program on TLC.

LITTLE PEOPLE, BIG WORLD Returns with an All-New Season

TLC's hit series, LITTLE PEOPLE, BIG WORLD returns for its fourth season starting October 13, where the audience will find the Roloffs living bigger than ever before. An exceptional, hour-long episode kicks off the season with Matt traveling to Iraq to help a family with dwarf children gain access to the medical care they desperately need. In it, Matt reflects on all of the challenges he's overcome, the bravery of this Iraqi family, and how our military is helping make a difference. When we return to the farm, we'll see that the entire family is pushing its boundaries this year. The twins graduate high school and decide what's next for them; Molly gets her learners permit; Amy starts to learn how to let go; and Matt's plans for the farm are ever growing. In all, it's a season about showing that it's not about how big you are, but how far you're willing to go.





A World of Discovery: Facts & Figures

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 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.

Property Counts

Cumulative Global Subscribers	1.5 billion
Countries & Territories	170
Global Distribution Feeds	125
Languages	35
Network Entertainment Brands	29

Network Subscribers (in millions)

U.S. Networks

	As of June 2008	As of June 2007
Discovery Channel	97	95
TLC	96	94
Animal Planet	93	92
Discovery Health	67	66
Discovery Kids	59	54
Science Channel	54	49
Planet Green	50	47
ID: Investigation Discovery	50	47
Military Channel	51	48
FitTV	43	40
HD Theater	15	9
Discovery en Español	8	8
Discovery Familia	1	n/a

International Networks

	As of June 2008	As of June 2007
Discovery Channel	252	235
Animal Planet	222	204
Discovery Travel & Living	166	156
Discovery Home & Health	33	30
Discovery Science	33	27
DMAX Germany/UK	41	30
Discovery Kids	23	20
Discovery Real Time/Real		
Time Extra	30	19
People+Arts	21	19
Discovery World	17	n/a
Discovery Turbo	11	10
Discovery Knowledge	10	n/a
TLC Canada	8	8
Discovery HD	4	2
Discovery Geschichte/Historia	2	2
Discovery Civilisation	2	n/a

Digital Media Highlights

Discovery's online digital media properties, consisting of 16 U.S. brand destinations, including Discovery.com, TLC.com, AnimalPlanet.com and multiple international sites, as well as HowStuffWorks.com, [TreeHugger](http://TreeHugger.com) and [Petfinder](http://Petfinder.com), reached over 33 million cumulative unique monthly visitors in June 2008.

Subscriber numbers as of June 30, 2008, according to The Nielsen Company in the U.S., and internal data review and external sources where available outside of the U.S. Cumulative subscribers refers to the collective sum of the total number of subscribers to each of Discovery's networks or programming services. Discovery Networks U.S. provides distribution and advertising sales services for Travel Channel and distribution services for BBC America and BBC World Service. Internet traffic data as of June 30, 2008, according to Omniture, Inc.



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