



Discovery Showcases High-Definition Programs in Sony Blu-ray Disc(TM) Cross-Promotion

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SILVER SPRING, Md., Sept. 22 /PRNewswire/ -- Consumers purchasing Sony Blu-ray Disc(TM) players this fall will be able to view spectacular high-definition programming from Discovery Channel and HD Theater, thanks to a co-promotional agreement between Sony Electronics and Discovery Commerce, the consumer products arm of Discovery Communications.

Under the terms of the deal, consumers who purchase select Sony Blu-ray Disc players will receive a gift-with-purchase coupon redeemable for an exclusive high-definition program sampler, Discovery on Blu-ray Disc, which features episodes from FEARLESS PLANET and SUNRISE EARTH.

The two-week promotion launches October 5 at more than 11,000 retailers throughout the U.S., including leading chains such as Sears, Circuit City and Sony Style. Additionally, Sony will showcase the Discovery on Blu-ray Disc footage through an in-store trailer that will run on Sony BRAVIA(R) display televisions at these retail locations.

"Discovery has emerged as the gold standard among high-definition television programmers," said Patrick Gates, president and general manager of Discovery Commerce, "We could think of no better partner than Sony Electronics to help showcase our spectacular adventure and nature programming to Blu-ray customers."

"The Blu-ray Disc format unlocks the true potential of today's high-definition televisions with a stunning full HD experience," said Chris Fawcett, vice president of marketing for Sony Electronics' Home Video Division. "Discovery's high-quality programs are a tailor made showcase for Blu-ray Disc and a great first experience for a consumer new to the format."

Discovery has assumed a leadership position among high definition programmers, offering one of the largest exclusively high-definition networks available, HD Theater; and HD simulcasts for Discovery Channel, TLC, Animal Planet, Science Channel and Planet Green. Discovery's home entertainment arm offers a robust selection of Blu-ray Disc titles, including the critically acclaimed series, NASA: When We Left Earth.

FEARLESS PLANET, a Discovery Channel series, follows extreme sportsman Will Gadd as he travels to locations around the world to understand how amazing natural formations were created. SUNRISE EARTH, HD Theater's ground-breaking wildlife documentary series, chronicles the start of the new day in stunning locations around the world.

About Discovery Communications

Discovery Communications (Nasdaq: DISAD, DISBD, 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 <http://www.discoverycommunications.com>.

About Sony Electronics

Headquartered in San Diego, Sony Electronics is a leading provider of audio/video electronics and information technology products for the consumer and professional markets. Operations include research and development, design, engineering, manufacturing, sales, marketing, distribution and customer service. Sony has played a key role in the development of Blu-ray, Disc(TM), CD, DVD and Super Audio CD technologies, among many others. The company is noted for a wide range of consumer audio-visual products, such as the BRAVIA(R) LCD high-definition television, Cyber-shot(R) digital camera, Handycam(R) camcorder and Walkman(R) personal stereo. Sony is also an innovator in the IT arena with its VAIO(R) personal computers; and in high-definition professional broadcast and video equipment, highlighted by the XDCAM(R) HD and CineAlta(TM) lines of cameras and camcorders, and the SXR(D) 4K digital projector. The latest news and information is available at the company's web site at <http://www.sony.com/news>.

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