Discovery Communications and Planet Green Take a 360 Approach to Earth Day 2009 with a Month-Long, Company-Wide Celebration for the Planet

March 25, 2009

SILVER SPRING, Md., March 25 /PRNewswire/ -- Every day is Earth Day at Planet Green and now the brand will lead Discovery Communications' company-wide, multi-platform initiative to inspire, inform and motivate people of all ages to take action for the future of the planet. Discovery will feature original eco-focused content across its family of networks, digital platforms and mobile channels. Celebrating the 39th anniversary of Earth Day on April 22, the month-long effort will include participation by some of the world's leading non-profit organizations, and events across the country through a partnership with America's largest Earth Day event, the Green Apple Festival. PlanetGreen.com will present a special feature that will serve as a one stop destination for a wealth of information, "take action" resources and volunteer activities.

"Celebrating and promoting environmental awareness has been at the heart of Discovery's mission since its inception, when John Hendricks made the Earth the centerpiece of the company's logo and synonymous with its very identity," said David Zaslav, president and CEO of Discovery Communications. "It is a responsibility and commitment we take very seriously. From the launches of Discovery Channel, Animal Planet and last year's debut of Planet Green - the first and only network fully dedicated to protecting and preserving the planet - to the airing of the historic Planet Earth series in 2007, and now, our month-long, multi-platform Earth Day celebration, Discovery is continuously looking for innovative, inspiring and engaging ways to spread the word about environmental stewardship."

"Earth Day gives us the opportunity to engage people at a time when interest and awareness about the environment is elevated," said Laura Michalchyshyn, President and General Manager of Planet Green. "Whether it's original programming, special online content and resources or volunteer events, we are committed to helping people take that next step toward a sustainable future."

Discovery's Earth Month campaign includes the following elements:
-- Beginning Sunday, April 19, Planet Green will host the coolest week on TV with "Turn Back the Temp" week. Debut programming will feature new episodes of viewer favorites like Emeril Green with Emeril Lagasse, Wa$ted! with Annabelle Gurwitch and Holter Graham, Renovation Nation with Steve Thomas, Total Wrecklamation with Jodi Murphy and Focus Earth with Bob Woodruff (complete schedule follows);
-- Special programming and premieres will air across Discovery's family of networks including Discovery Channel, Animal Planet, TLC, Science Channel and Discovery Health (complete schedule follows);
-- As Earth Day approaches, PlanetGreen.com takes the opportunity to celebrate all month long with special features that delve into the most current green concepts and helps readers understand which actions they can take that are truly meaningful. PlanetGreen.com will serve as a gateway to information and resources to help people of all ages and backgrounds take action in their homes and communities. From videos and quizzes to articles contributed by environmental visionaries including Bill McKibben and Alice Waters, PlanetGreen.com will serve up the news, events, and information readers need to take worthwhile action during Earth Month;
-- In honor of Earth Month, TreeHugger.com will roll out its first ever Best of Green Awards. From architects to chefs, politicians to activists, and corporate social responsibility to energy projects, TreeHugger.com will name which people, organizations, and concepts are at the top of their game in hundreds of categories across the world of green. Reader's Choice awards will allow their audience to participate too;
-- Planet Green has joined forces with Green Apple Festival to host volunteer events and concerts in 10 U.S. cities including Atlanta, Austin, Boston, Denver, Washington D.C., Los Angeles, New York, San Francisco and Seattle. Volunteers can register at planetgreen.com/volunteer;
-- Planet Green's non-profit partners including Ashoka, Earthwatch Institute, Global Green USA, Green Belt Movement, Global Inheritance, National Wildlife Federation (NWF), Natural Resources Defense Council (NRDC), Oceana, Ocean Conservancy and The Nature Conservancy will participate with content and volunteer opportunities on
PlanetGreen.com and TreeHugger.com;
-- Planet Green and TreeHugger.com's mobile websites available through any web-enabled wireless device at m.planetgreen.com and m.treehugger.com will include the latest tips, resources and trends for green-on-the-go;
-- Discovery On Demand will offer an exclusive premiere of the season two opener of Wa$ted! more than a week prior to its linear debut and subsequent episodes on a next-day basis in addition to a collection of the network's most popular series and exclusive green shorts;
-- Discovery's international networks will feature eco-programming premieres and programming as well as online games and special content reflecting local environmental trends and issues;
-- The Siemens We Can Change the World Challenge is a national K-12 sustainability education initiative created by Discovery Education, the Siemens Foundation and the National Science Teachers Association. This month, www.wecanchange.com, the online home of the challenge, continues to offer teachers a wide variety of environmental education resources in advance of the May 18th finalist announcement. Also, Discovery Education streaming, the digital service scientifically proven to improve student achievement, will add special environmentally focused content to support student engagement with the world around them.
-- Discovery Commerce's Home Entertainment division will release select episodes of Renovation Nation including Renovation Nation: Learn How To Recycle, Reuse & Reclaim and Renovation Nation: Learn How To Save Water, Save Money. Home Entertainment will also release the complete first seasons of Alter Eco and Greensburg.

Continuing Discovery's commitment to living and working green, employees will participate in a variety Earth Month activities throughout April at the company's Platinum LEED certified and Energy Star Rated(R) global headquarters and around the world.

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.

Please see full program schedules attached

PLANET GREEN

Planet Green, the first ever 24/7 television network dedicated to green living, is celebrating Earth Day with a week of programming premieres during Turn Back the Temp Week (The "Coolest" Week on TV).

FOCUS EARTH: SIX PEOPLE SAVING OUR PLANET
World Premiere: Sunday, April 19 from 9-10PM ET/PT

EMERIL GREEN
World Premiere: "Eco-Friendly Birthday Party"
Monday, April 20 from 9-9:30PM ET/PT

EMERIL GREEN
World Premiere: "RV Livin'"
Monday, April 20 from 9:30-10PM ET/PT

TOTAL WRECKLAMATION
World Premiere: "Kitchens, Toilets and Doorknobs, Oh My!"
Tuesday, April 21 from 9-9:30PM ET/PT

WA$TED!
World Premiere: "Green Preservation"
Wednesday, April 22 from 9-9:30PM ET/PT

WA$TED!
World Premiere: "Sisterhood of Wa$te"
Wednesday, April 22 from 9:30-10PM ET/PT

RENOVATION NATION
World Premiere: Friday, April 24 from 8-9PM ET/PT

Network Premiere Planet Green
JON & KATE PLUS 8 GO GREEN
Friday, April 24 from 9-10PM ET/PT

For more information please visit PlanetGreen.Discovery.com

DISCOVERY CHANNEL
PROJECT EARTH: SPACE SUNSHIELD
Wednesday, April 22 from 9-10AM ET

PROJECT EARTH: INFINITE WINDS
Wednesday, April 22 from 10-11AM ET

PROJECT EARTH: BRIGHTER WORLD
Wednesday, April 22 from 11AM-12PM ET

PROJECT EARTH: HUNGRY OCEAN
Wednesday, April 22 from 12-1PM ET

PROJECT EARTH: RAINING FORESTS
Wednesday, April 22 from 1-2PM ET

PROJECT EARTH: WRAPPING GREENLAND
Wednesday, April 22 from 2-3PM ET

PROJECT EARTH: ENGINEERING THE FUTURE
Wednesday, April 22 from 3-4PM ET

For more information about please visit Discovery.com

TLC
JON & KATE PLUS 8 GO GREEN
World Premiere: Sunday, April 19 from 9-10PM ET/PT
Encores on TLC 4/20 from 10-11PM ET and 4/22 from 8-9PM ET

LITTLE PEOPLE, BIG WORLD: "Bright Ideas"
Wednesday, April 22 from 4PM-5PM ET

WHAT NOT TO WEAR: "Tara K."
Wednesday, April 22 from 6PM-7PM ET

JON & KATE PLUS 8: "Sara Snow Visits!"
Wednesday, April 22 from 9-9:30PM ET

JON & KATE PLUS 8: "A Cow Purchase!"
Wednesday, April 22 from 9:30-10PM ET

JON & KATE PLUS 8: "Garage Makeover"
Wednesday, April 22 from 10-10:30PM ET

JON & KATE PLUS 8: "Yard Sale"
Wednesday, April 22 from 10:30-11PM ET

For more information please visit TLC.Discovery.com

ANIMAL PLANET
GROWING UP POLAR BEAR
Wednesday, April 22 from 9-10AM ET

GROWING UP PENGUIN
Wednesday, April 22 from 10-11AM ET

BLUE PLANET: MAKING WAVES
Wednesday, April 22 from 11AM-12PM ET

BLUE PLANET: DEEP
Wednesday, April 22 from 12-1PM ET

BLUE PLANET: OPEN OCEAN
Wednesday, April 22 from 1-2PM ET

BLUE PLANET: FROZEN SEAS
Wednesday, April 22 from 2-3PM ET

BLUE PLANET: SEASONAL SEAS
Wednesday, April 22 from 3-4PM ET

BLUE PLANET: CORAL SEAS
Wednesday, April 22 from 4-5PM ET

BLUE PLANET: TIDAL SEAS
Wednesday, April 22 from 5-6PM ET

BLUE PLANET: COASTS
Wednesday, April 22 from 6-7PM ET

BLUE PLANET: OCEAN WORLD
Wednesday, April 22 from 7-8PM ET

For more information please visit AnimalPlanet.Discovery.com

SCIENCE CHANNEL

Anchored by the world premiere of CITY 2.0, Science Channel's Earth Day Marathon introduces viewers to the science behind groundbreaking technology and eco-engineering that not only provide more efficient ways of living today, but also showcase ways to reduce our carbon footprint and reshape our future.

ECOPOLIS: BUILDING GREEN
Wednesday, April 22 from 12PM-1PM ET

ECOPOLIS: BUILDING THE FUTURE
Wednesday, April 22 from 1-2PM ET

ECO-TECH: FUTURE FUEL
Wednesday, April 22 from 2-3PM ET

ECO-TECH: ROAD TO THE FUTURE
Wednesday, April 22 from 3-4PM ET

ECO-TECH: ZERO WASTE
Wednesday, April 22 from 4-5PM ET

ECOPOLIS: POWERING THE FUTURE
Wednesday, April 22 from 5-6PM ET

ECO-TECH: EXTREME WEATHER
Wednesday, April 22 from 6-7PM ET

ECOPOLIS: A WORLD OF TRASH
Wednesday, April 22 from 7-8PM ET

ECO-TECH: POWERING UP

Wednesday, April 22 from 8-9PM ET

CITY 2.0
World Premiere: Wednesday, April 22 from 9-10PM ET

ECOPOLIS: ULTIMATE ECOPOLIS
Wednesday, April 22 from 10-11PM ET

For more information please visit Science.Discovery.com

DISCOVERY HEALTH
GET FRESH WITH SARA SNOW: TOP EARTH TIPS
Wednesday, April 22 from 4-5PM ET

For more information please visit Health.Discovery.com

SOURCE Discovery Communications
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/CONTACT: Bryan Hughes, +1-240-662-3002,
Bryan_Hughes@discovery.com, or
Tammy Shea, +1-240-662-6506,
Tammy_Shea@discovery.com,
both of Discovery Communications/ /Web Site: http://www.discoverycommunications.com /