



Discovery Mobile Kicks Off 2009 With New Distribution Partnerships and Expanded Content Offerings

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2008 Banner Year for Growth With Triple Digit Percentage Increases in Usage Across Discovery's Mobile Services
SILVER SPRING, Md., Jan 15, 2009 (GlobeNewswire via COMTEX) -- Discovery Communications (<http://corporate.discovery.com>) (Nasdaq:DISCA) (Nasdaq:DISCB) (Nasdaq:DISCK), the world's number one nonfiction media company, today announced the addition of new mobile content services and distribution partnerships for several of its entertainment brands including Discovery Channel, TLC and Animal Planet.

"We saw tremendous growth last year across our mobile services with triple digit percentage increases in usage confirming consumers growing interest in Discovery content on mobile," said Doug Craig, senior vice president, Programming, Digital Media, Discovery Communications. "Leveraging new advancements in mobile technology and working with leading partners in the space, Discovery is committed to providing mobile users the most compelling and engaging experience available to satisfy their curiosity while on-the go."

New Distribution Partnerships

Discovery Channel and Animal Planet content is now available through vSNAX Videos, an entertainment application showcasing high-quality video for the Apple iPhone and iPod touch, created by Rhythm NewMedia. The vSNAX channels feature a robust selection of video ad-supported clips from Discovery Channel and Animal Planet favorites including "Deadliest Catch," "MythBusters," "Animal Face-Offs" and more. Additional community features allow video sharing to other iPhone and iPod touch users, video rating and the ability to save favorites to easily watch over and over again.

Beyond video, Discovery is offering consumers greater access to branded applications such as ringtones and wallpapers through partnerships with FunMobility and Zed.

FunMobility will distribute themed wallpapers through carriers and direct to consumer with FunMo.com. FunMobility offers best-in-class mobile multimedia applications that enable consumers to connect and express themselves through mobile photos, videos, music, graphics and slideshows.

Zed is distributing realtones, ringbacks, and hundreds of wallpapers including Animal Planet inspired hip-hop ringtones through U.S. mobile carriers and direct to consumer channels including RingToneJukeBox.com. Zed is the leading mobile value-added services (MVAS) player in the world in terms of revenue and geographical footprint.

"As part of the company's ongoing mission to provide consumers with access to Discovery's award-winning programming across all platforms, these new distribution partnerships provide us with valuable opportunities to expand our reach in the mobile space and continue to engage fans where they are consuming content," added Rebecca Glashow, senior vice president, Digital Media Distribution, Discovery Communications.

Expanded Content Services

To further engage mobile users with both network programming and more genre-focused content such as survival, lifestyle, green and health, Discovery has partnered with Transpera, the industry's first comprehensive solution to monetize video on mobile phones, to launch ad-supported mobile video across its mobile websites.

Powered by Transpera's award-winning mobile video delivery and advertising platform, new mobile video services can be directly accessed on any video-capable mobile phone including all iPhones and smartphones via mobile URLs <http://mvideo.discoverychannel.com>, <http://mvideo.tlc.com> and <http://mvideo.animalplanet.com> respectively. Video clips from the networks' most popular programs including Discovery Channel's "MythBusters" and "Dirty Jobs"; TLC's "Jon & Kate Plus 8" and "LA Ink," and Animal Planet's "Meerkat Manor," as well as original short-form series such as "Untamed AND Uncut" are available. Additional features allow mobile-to-mobile video sharing via "Send-to-Friend" functionality, video search, the ability to store Favorites for repeat viewing and more. Video services for Planet Green and Discovery Health will also launch in the coming weeks.

Discovery has partnered with industry leading mobile marketing and technology firm, 3Cinteractive, to create live interactivity with Discovery's television programming, online and mobile websites.

Using 3Ci's Switchblade mobile platform, Discovery will empower viewers to receive real-time information, interact with programming, express their opinions and check TV schedules on their mobile phones. For example, Discovery Health will implement a mobile pregnancy calendar for expecting parents where they can receive daily facts about what to expect on their mobile device.

About Discovery Communications

Discovery Communications (Nasdaq:DISCA) (Nasdaq:DISCB) (Nasdaq: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.

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