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DISCOVERY COMMUNICATIONS BOLSTERS KIDS LICENSING PROGRAM WITH ALL-NEW PRODUCTS

MasterPieces Puzzle Company to Create Assortment of High Quality and Innovative Puzzles

505 Games to Release Newest Discovery Kids animal adventure game for Nintendo DS

New York, NY September 2, 2009 – Discovery Communications announced today deals with two licensees that expand on its Discovery Kids line of branded products. **MasterPieces Puzzle Company**, a leading manufacturer in cutting-edge puzzles, will create a line of puzzles and craft activities, which feature some of the company’s most innovative and successful puzzle concepts. In addition, global video game publisher **505 Games** will introduce the sixth video game, *Spider Quest*, to their hugely popular Discovery Kids line available on Nintendo DS this fall. The deals were brokered on behalf of Discovery Communications by **Big Tent Entertainment**, the New York-based branded entertainment company.

The Discovery Kids puzzles, designed in cardboard and wood, along with do-it-yourself playable wood paint kits, will be available at retailer throughout the United States and Canada beginning Spring 2010. The puzzle line will feature innovative 3D puzzling concepts, hidden learning glow puzzles and multi-layered wood puzzles. The initial offering will focus on enhancing the perception of puzzles as a learning tool and work in conjunction with other Discovery Kids toy products currently in the market.

“MasterPieces Puzzle Company is a great addition to our Discovery Kids product portfolio,” said Elizabeth Bakacs, Vice President, Licensing for Discovery Commerce. “As we continue to expand the Discovery Kids product family, we are always looking for high-quality partners like MasterPieces and 505 games that truly understand the brand and the importance of creating products that educate and inspire children, as well as entertain them.”

In addition to the Discovery Kids-branded puzzles from MasterPieces Puzzle Company, 505 Games has announced the newest title from their line of Discovery Kids-branded games available this fall. *Spider Quest* challenges players to collect a variety of species while on adventures in the Amazon and throughout Africa. Players can also trade spiders and other creatures with their friends via the Nintendo DS wi-fi connection. The newest addition follows the success of five Discovery Kids pet simulation games for Nintendo DS released earlier this year including *Parrot Pals*, *Dolphin Discovery*, *Puppy Playtime*, *Kitten Corner* and *Pony Paradise*.

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.

About Big Tent Entertainment, LLC

Big Tent Entertainment, LLC (www.bigtent.tv) is an entertainment company specializing in the integrated development and management of media brands. Formed in 2002, the company manages a portfolio across both traditional and new media while focusing on brand strategy, community building, viral marketing, licensing and retail merchandising. Big Tent currently serves as the worldwide (ex Asia) marketing and licensing company for viral sensation *Domo* and the North American agency of record for a number of children's properties including: *Discovery Kids*, the leader in educational content for children; *The Wiggles*, the world's most popular pre-school entertainers; and *Miffy & Friends*, one of the largest brands for infants, toddlers, and preschoolers with an all-new tween/teen program. Additionally, Big Tent serves as the U.S. licensing agent for the *Crusty Demons*, the masters of freestyle motocross; *The Saddle Club*, the world's most popular series about girls and horses; and *TOKYOPOP*, the world-renowned manga publisher and global pop culture brand.

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