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DISCOVERY CHANNEL YOUNG SCIENTISTS CHALLENGE SELECTS FINAL 40 TO COMPETE FOR SCHOLARSHIPS, PRIZES

*Finalists Will “Go Green” in Competition to be Named
“America’s Top Young Scientist” in 9th Annual Challenge*

SILVER SPRING, MD. – The countdown to choosing the nation’s top young scientist entered its final phase today as Discovery Communications announced 40 middle school students from 22 states as finalists in the 2007 Discovery Channel Young Scientist Challenge.

From October 21 to 24, the 40 finalists and their families will meet in Washington, D.C., where the finalists will take part in a series of team-based, interactive scientific challenges focused on this year’s environmental theme, dubbed “Operation Green.” The students will compete for more than \$100,000 worth of scholarships and special prizes, as well as the title of “America’s Top Young Scientist of the Year.”

The finalists were selected from the 75,000 students who entered science fairs nationwide. That pool was narrowed down in August to 400 semifinalists representing 44 states. Currently, California, Florida and Texas lead the nation with five finalists each; followed by Arizona with three, and Illinois, New York, Oregon and Utah with two finalists each.

“The Discovery Channel Young Scientist Challenge has always been an important part of our company’s commitment to science education. There is a real crisis in this country when it comes to scientific proficiency, and Discovery Communications remains steadfast in our mission to advance science literacy and achievement in America’s schools,” said David Zaslav, President and CEO, Discovery Communications.

"The Discovery Channel Young Scientist Challenge offers young people around the country the special opportunity to learn science by doing science," said Elizabeth Marincola, President and CEO, Science Service, the non-profit organization that administers the Challenge. "These finalists will get to apply their natural interest in and curiosity about research to real problems in a real experimental setting. If the experience of former DCYSC finalists is an indicator, it will be for them an experience of a lifetime."

"As the United States struggles to compete with other nations in the fields of science and technology, DCYSC plays an important role by letting goal-oriented, knowledgeable and imaginative students showcase their science success stories to younger students. This year's [finalists] represent the country's next generation of science leaders," said Steve Jacobs, DCYSC Head Judge. "Even more impressive, and a fundamental part of our competition, is their skill in explaining their work to others, a prerequisite of scientific leadership. It is crucial that we continue to play a role in developing the skill sets that young people will need as the demand for eco-friendly innovation increases."

In its ninth year, the Discovery Channel Young Scientist Challenge is the nation's premier science contest for students in grades 5 through 8, designed to encourage the exploration of science during the critical middle school years. Discovery Communications launched the competition in partnership with Science Service to nurture the next generation of American scientists at a critical age when interest in science begins to decline.

This year's green-themed competition will focus on sustainability and preservation, with students investigating climate change, global warming and eco-friendly initiatives such as recycling and green building design. The contest's environmental theme reflects Discovery Communications long-standing mission to preserve and protect our planet – a commitment that moves to a new level with the launch in early 2008 of Planet Green, a TV channel in more than 50 million homes dedicated to "all things green".

The contest identifies and honors those who best demonstrate innovative project work, leadership, teamwork, scientific problem-solving and the ability to be an effective science communicator – a goal that reflects Discovery's philosophy that scientific knowledge is most valuable when it is shared. This year's qualifying science fair projects draw upon a broad array of disciplines, including biochemistry, physics, mathematics, engineering and zoology. The projects tackle everything from life threatening disease to household solutions for the modern day consumer.

In 1999, Discovery created the Young Scientist Challenge to help lift achievement in science and math among middle school students. Nearly 16,000 students have entered the Young Scientist Challenge since its inception. Winners have received approximately \$700,000 in scholarship awards and federal government recognition, and have participated in science-related trips that have taken them around the world.

The full list of 40 finalists, their home states, schools and the titles of their entries can be found at: <http://www.discovery.com/dcysc>.

About Discovery Communications

Discovery Communications is the number-one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Through TV and digital media, Discovery's 100-plus worldwide networks include Discovery Channel, TLC, Animal Planet, The

Science Channel, Discovery Health and Discovery HD Theater. Discovery Communications is owned by Discovery Holding Co. (NASDAQ: DISCA, DISCB), Advance/Newhouse Communications and John S. Hendricks, Discovery's founder and chairman. For more information please visit www.discoverycommunications.com.

About Science Service

Science Service is the non-profit organization that administers the Discovery Channel Young Scientist Challenge. Based in Washington, DC, Science Service is dedicated to advancing the understanding and appreciation of science around the globe through its publications, outreach, and educational programs. A leading and widely respected organization advancing the cause of science, Science Service has a sterling reputation for producing high-quality competitions on the national and international level, including the Intel Science Talent Search and the Intel International Science and Engineering Fair; and for publishing the weekly Science News magazine and the online Science News for Kids.

About Planet Green

Planet Green is Discovery Communications' global, cross-company initiative with a commitment to document, preserve and celebrate the planet, including the first 24-hour TV network scheduled to launch in early 2008. Planet Green speaks to people who want to understand green living and to those who are excited to make a difference by providing tools and information to meet the critical challenge of protecting our environment.

About Elmer's Products

Discovery is pleased to have Elmer's Products, Inc. as a sponsor of the Discovery Channel Young Scientist Challenge. Elmer's has a proud tradition of supporting education, including science. Elmer's believes science taught through science fairs serves as a major benefit to students, allowing students to develop skills in problem solving, research, writing, public speaking and time management. Elmer's, headquartered in Columbus, Ohio, has been a trusted brand and industry leader for more than 50 years, producing adhesives and a variety of well-known arts-and-crafts products that enhance creativity.

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