



## Discovery Commerce and Excitations to offer Adventure Experiences to Consumers

*Partnering with nation's leading experience gift provider allows Discovery Channel viewers to purchase wide range of Discovery Channel Adventures online*

**SILVER SPRING, Md. and STERLING, Va. – January 15, 2008: 10:00 AM EST – Discovery Commerce**, the consumer products, licensing and home video division of Discovery Communications, and **Excitations**, the nation's premier provider of experience gifts, today announced a partnership that will enable millions of consumers to gift, or experience first-hand, the amazing and memorable adventures they see and learn about on Discovery Channel.

Under terms of the multi-year agreement, Excitations will serve as the exclusive provider of **Discovery Channel Experiences**, which are now available for purchase online by consumers at [www.discoverystore.com/experiences](http://www.discoverystore.com/experiences). The gift experiences are designed to invoke the sense of adventure and exploration found in Discovery Channel programming, from formula race car driving to shark diving to digging for dinosaur fossils.

“Extending the viewer experience in such a unique way reflects our commitment to bring to consumers exhilarating adventures that share knowledge, satisfy curiosity and inspire them to discover,” said Patrick Gates, president and general manager of Discovery Commerce. “We look forward to working with Excitations to offer an increasing array of ‘once in a lifetime’ **Discovery Channel Experiences** to match each viewer’s unique passions and interests.”

Discovery offers **Discovery Channel Experiences** for every budget – priced at \$50 and up – and across a broad range of categories, including: green gift experiences, water and air adventures, animal and nature, as well as those geared towards kids and families.

“We are delighted to partner with an organization dedicated to inspiring viewers to explore, understand and appreciate all the planet has to offer,” said Ian Landy, co-founder and chief executive officer at Excitations. “By offering memorable experiences from shark diving and bi plane adventures to whitewater rafting and sleepovers at the aquarium, Discovery Channel viewers can not only watch the action, but be a part of it as well.”

### **About Discovery Communications**

Discovery Communications is the number-one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery's 100-plus worldwide networks are led by Discovery Channel, TLC, Animal Planet, Science Channel, Discovery Health and HD Theater, with digital media properties including HowStuffWorks.com. Discovery Communications is owned by Discovery Holding Company (NASDAQ: DISCA, DISCB), Advance/Newhouse Communications and John S. Hendricks, Discovery's founder and chairman. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

### **About Excitations:**

Excitations is a premier gifting company offering a wide variety of unique life experiences as memory-making gifts. From photo safaris to hang gliding, from llama treks to glass blowing, Excitations is the exciting, reliable and easy answer to every gifting occasion - each 'Excitation' set to thrill, rejuvenate and enjoy. For kids or adults, for friends and family or corporate clients, something can be found to suit all budgets and personalities -- starting as low as \$50. As featured on NBC's "Today" and CBS's "The Early Show," more information can be found at <http://www.excitations.com>

