

New York's First World-Class Exposition Center to Open in the Heart of Times Square

Discovery Channel Partners with Running Subway Productions
to Present Museum-Quality Content in an Immersive and Theatrical Environment

Center Launches with *LUCY'S LEGACY* and *TITANIC: The Artifacts Exhibition*;
Plus, triumphant return of legendary exhibit - *KING TUT* to open in 2010

New York, NY, June 4, 2009 - James Sanna, President and Executive Producer of Running Subway Productions, and Tom Cosgrove, COO of Discovery Channel, the flagship network of Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), today announced an innovative partnership that brings blockbuster exhibits to Times Square in New York City and showcases them in a experientially-driven setting.

Discovery Times Square Exposition, located in the former home of *The New York Times* printing presses, presents visitors with limited-run, dynamic educational and entertaining exhibit experiences as they explore some of the world's defining cultures, art, artifacts and events. Discovery Times Square Exposition's will be divided into two major gallery halls featuring an all-star lineup of some of the world's most popular and riveting exhibits in unique and expanded installations, including the return of treasures from King Tut's tomb for the first time in 30 years.

"Over the past decade, wondrous exhibits traveling the world haven't come to New York simply because no venue existed to host them," said Sanna, an experienced New York-based event producer and promoter. "Discovery Times Square Exposition creates a world-class home in New York for great exhibits that bring fascinating and moving art and artifacts to light in dramatic immersive environments. We look forward to enriching New York's dynamic and unsurpassed cultural landscape."

"Discovery Channel is committed to exploring the wonders of the world everyday across multiple platforms. As the number one non-fiction media across the globe, Discovery Times Square Expositions provides a strong growth opportunity for us to extend our reach to the streets of New York City," said Cosgrove. "With Running Subway we look forward to continuing our mission of informing and entertaining consumers about the world around them and providing an interactive experience of learning through iconic subjects in the coming exhibits."

With its opening in June 2009, Discovery Times Square Exposition initiates a program of exhibits curated by leading scholars, historians, and authorities that include artifacts documenting the genesis of a woman 3.2 million years ago, the voyage and artifacts of the world's most famous Ship, and heart-breaking relics that testify to 20th-century man's hubris. The Discovery Times Square Exposition site, which totals 60,000 square feet, includes two major gallery halls, climate-controlled environments, learning centers, a special event space, a café, and a store.

Discovery Times Square Exposition will open its doors on June 24th with two highly anticipated exhibits, "*Titanic: The Artifact Exhibition*" and "*Lucy's Legacy: The Hidden Treasures of Ethiopia*", followed by the worldwide phenomenon "*Tutankhamun and the Golden Age of the Pharaohs*"

"*Titanic: The Artifact Exhibition*" (Opens June 24 for a limited engagement)

Finally, 97 years after she set sail, the Titanic arrives in New York City. Take a journey back in time and relive the story of Titanic's fateful 1912 maiden voyage in "*Titanic: The Artifact Exhibition*," which chronicles the ship's journey from construction, launch, and sinking to the discovery and recovery of artifacts from the "unsinkable" liner. Visitors to the exhibit will connect the ship's passengers and crew and the heady expectations of those aboard the ship through recreations of *Titanic's* cabins and grand staircase and the largest collection of *Titanic* artifacts ever

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assembled, many of which will be on display for the first time since they were recovered from the ocean floor, 2,600 feet below the ocean's surface. *Titanic* is organized by Premier Exhibitions, Inc., the parent company of RMS Titanic, Inc.

"Lucy's Legacy: The Hidden Treasures of Ethiopia" (Opens June 24 for a limited engagement)

The 1974 discovery of "Lucy," the oldest and most complete fossil of an erect-walking hominid, altered our understanding of human origins. With more than 100 artifacts from Ethiopia, the Cradle of Humanity, "Lucy's Legacy" traces the evolution of mankind from the 3.2 million year-old age of "Lucy" to the present day and seminal cultures from Ethiopia's majestic history. The exhibit is organized by The Houston Museum of Natural Science in collaboration with the Ministry of Culture and Tourism of the Federal Democratic Republic of Ethiopia and the Ethiopian Exhibition Coordinating Committee.

"Tutankhamun and the Golden Age of the Pharaohs" (Opens spring 2010 for a limited engagement)

Decades after the record-shattering exhibition that had 1.8M New Yorkers lining up for blocks from November through April, 1979, an even larger exhibition of King Tut's treasures returns to New York City. This once-in-a-lifetime exhibition includes more than 130 priceless artifacts from the tombs of King Tut and other rulers of his time, which are planned to return to Egypt following this New York engagement. This exhibition explores the 18th Dynasty, a 250-year period when Egypt was experiencing the height of its power and the "golden age" of Egyptian artistry. More than 50 of Tutankhamun's burial objects will be on display, including his royal diadem and one of the four gold and precious stone inlaid canopic coffinettes that contained his mummified internal organs. Visitors will learn about the discovery and excavation of King Tut's tomb and the latest scientific findings that have helped shed light on his mysterious and untimely death. The exhibition is organized by National Geographic, Arts and Exhibitions International and AEG Exhibitions, with cooperation from the Egyptian Supreme Council of Antiquities. Northern Trust is a proud cultural partner, and American Airlines is the official airline..

Discovery Times Square Exposition will open on June 24th at 226 West 44th Street. Tickets now on-sale for *Titanic: The Artifact Exhibit* and *Lucy's Legacy*. For individual tickets call 866.9.TSXTIX (866.987.9849), 212.352.3101, or visit www.tsxnyc.com. Tickets are available for \$17.50 (child 4-12), \$19.50 (adult), and \$18.50 (senior +65). Group tickets for all announced exhibits are also available by calling 866.9.NYCTIX (866.692.2849). TSX will be open seven (7) days a week from 10 a.m. to 10 p.m.

Running Subway Productions LLC. is a New York-based entertainment production company that conceptualizes, produces, markets and manages iconic productions and exhibits. Since inception in 2003, Running Subway has staged a multitude of successful shows and exhibits combining traditional entertainment with innovative technology and groundbreaking ideas to provide audiences with unique and unforgettable experiences. Recent Running Subway projects include the Rock & Roll Hall of Fame Annex NYC now featuring John Lennon: The New York Years, the world phenomenon - Bodies...The Exhibition now in its' fourth year at the South Street Seaport, the smash Broadway hit *Dr. Seuss' How The Grinch Stole Christmas! The Musical*, among others.

Discovery Channel

Discovery Channel (DSC) is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which reaches 98.1 million viewers in the US, can be seen in over 170 countries, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit www.discovery.com.

Discovery Communications

Discovery Communications (NASDAQ: DISAD, DISBD, 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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