

Podcasting Propels PowerMediaPlus.com's New Feature Set

PowerMediaPlus.com Introduces New Podcasting, Current Events, and Interactive Quizzing Features at NECC

San Diego, CA (July 5, 2006)—PowerMediaPlus.com, the next generation in educational media-on-demand from CLEARVUE & SVE, is unveiling a variety of innovative features and tools today, reinforcing its position at the forefront of new technologies in education. New podcasting, current events, and interactive quizzing features join the system's rich media collection to enhance the site's "Curriculum at Your Command" environment.

PowerMediaPlus.com's new podcasting feature embraces a cutting-edge trend in educational media, user-created content sharing, and provides a safe space for publishing and connecting with dynamic, curriculum-oriented podcasts across grade levels and subject areas. Using the site's video, audio, and image upload tools, users can easily develop, post, and add episodes to their own podcast creations. Educators can also locate podcasts of interest using the service's search-and-retrieval system and then add the podcasts to classes, lesson plans, and assignments for use in everyday instruction.

"Our product development team works closely with customers to monitor and evaluate trends in educational media, and a way to find and post educational podcasts was identified as an area of extreme interest and value," said Kelli Campbell, Acting General Manager for CLEARVUE & SVE, now a business unit of Discovery Education. "This feature brings interactive digital innovation directly into the classroom, a focus that drives our evolution."

Other new features include a redesigned current events portal that connects classroom-friendly breaking news to relevant PowerMediaPlus.com media. The updated section now offers daily news summaries, with links to related video, audio, and image content; weekly

video features, which highlight age-appropriate, up-to-date news and activities; and a dynamic "This Day in History" component that documents noteworthy historic events and suggests PowerMediaPlus.com titles for further learning. Also new to the site are interactive assessment elements that allow students to complete quizzes online and send results directly to the teacher. Educators can utilize existing quizzes from the system's database of more than 1,000 pre-made quizzes or create their own using the quiz generator tool.

"K-12 educators will continue to have a choice in their media-on-demand providers, content, and services," said Ron Reed, Executive Vice President, School Services, Discovery Education.

"PowerMediaPlus.com's new features demonstrate our commitment to continually enhancing the service and delivering the personal support for which the site is known."

About PowerMediaPlus.com

PowerMediaPlus.com, the next generation in educational media-on-demand, is a standards-based digital media system offering more than 3,200 videos; 21,000 core concept clips; 6,000 audio files; 25,000 photographs, illustrations, and clip art images; and 5,000 print resources, as well as a databank of over 15,500 quiz questions and 1,000 pre-made quizzes. The podcasting section allows publishing and sharing of user-generated content across grades and subjects. Unique "Curriculum at Your Command" lesson plan, assignment, and assessment tools integrate media into everyday instruction. Local content is easily added and media is accessible to educator and student users at school and home. Video can be streamed or downloaded, either over the Internet or through local servers using the system's free, fully integrated download management/scheduling software. Visit www.PowerMediaPlus.com for details.

About CLEARVUE & SVE

A leader in K-12 educational media publishing for more than 85 years, CLEARVUE & SVE has won countless awards for its programs, which include DVDs, VHS, digital videos, CD-ROMs, and the media-on-demand system PowerMediaPlus.com. With standards-based programs in all core disciplines—language arts, social studies, math, science, guidance, health, art, and music—CLEARVUE & SVE provides content and media delivery tailored for use in today's classroom. CLEARVUE & SVE was

recently acquired by and is now a business unit of Discovery Education,
a division of Discovery Communications, Inc.