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TELEVISION AND THE INTERNET CONVERGE IN TRAVEL CHANNEL'S
INNOVATIVE 5 TAKES TRAVEL SERIES

-- Season 2 of 5 TAKES Sets Course for a New Season in Australia and the Pacific Rim --

(Silver Spring, Md.) – Travel Channel today announced the location and the five travelers who will serve as the Travel Journalists (TJs) for Season 2 of **5 TAKES**, the international travel series that lets viewers craft the itinerary. The travelers for **5 TAKES: PACIFIC RIM** are: Tony Martin, 26, of Washington D.C.; Tiffany Burnett, 24, of Cathedral City, California; Gabriel Schirm, 24, of Ft. Collins, Colorado; Renee O'Connor, 24, of Brooklyn, New York; and Josh Gibson, 26, of Philadelphia, Pennsylvania.

The second season of **5 TAKES**, which capitalizes on the real-time advantages of internet/television convergence, will begin in Australia before setting off on a journey throughout the Pacific Rim. Each traveler will be equipped with a Mini DV camera and laptop editing facilities to produce independent short daily blogs and weekly vlogs of their experiences for the Travel Channel website <http://travelchannel.com>. As they journal their individual perspectives, a production crew will film their entire journey for the weekly series airing on Travel Channel. In addition to the interaction through the blogs and vlogs, viewers and web visitors will determine two of the twelve cities visited during **5 TAKES: PACIFIC RIM**.

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“The **5 TAKES** franchise is a bold step by the Travel Channel into the popular world of user-generated content, and it presents a unique interactive viewing experience,” said Pat Younge, EVP & GM, Travel Channel. “Like no other show on cable, **5 TAKES** affords viewers the opportunity to interact directly with the participants to set the itinerary for the weekly series. In addition to the interactive elements, the weekly television show is turned around within seven days of the TJs leaving each city, making **5 TAKES** a near real-time travel journal, as well as the most convergent primetime series on a major US cable network.”

In a first for Discovery Networks US, Season 2 of **5 TAKES** premieres **Thursday, March 2** at <http://travelchannel.com>, with a seven-part webisode roll out featuring the casting process. The TJs will begin their blogs and vlogs the week of **March 13**. The television broadcast premiere is **Monday, April 3 at 8 PM (ET/PT)** and viewers can tune in each **Monday at 8 PM** to see the TJ’s international journey unfold. Over 8,000 initial applicants led to 600 video submissions. Four of the final travelers were selected following face-to-face casting meetings and one was chosen via an online consumer vote.

5 TAKES is produced by Rosenblum Associates for the Travel Channel. For Rosenblum Associates, the executive producers are Michael Rosenblum and Lisa Lambden. The executive producers for the Travel Channel are Howard Lee and Matt Gould. The executive producer for travelchannel.com is Randi Kest. Travel Channel is now available in more 84 million US homes.

Discovery Communications is the leading global real-world media and entertainment company. Discovery has grown from its core property, the Discovery Channel, first launched in the United States in 1985, to current global operations in more than 160 countries and territories with 1.3 billion cumulative subscribers. DCI’s over 101 networks of distinctive programming represent 25 network entertainment brands including TLC, Animal Planet, Travel Channel, Discovery Health Channel, Discovery Kids, Discovery Times Channel, The Science Channel, Military Channel, Discovery Home Channel, Discovery en Español, Discovery Kids En Español, Discovery HD Theater, FitTV, Discovery Travel & Living (Viajar y Vivir), Discovery Home & Health and Discovery Real Time. DCI’s other properties consist of Discovery Education and Discovery Commerce, which operates 120 Discovery Channel Stores. DCI also distributes BBC America in the United States. DCI’s ownership consists of four shareholders: Discovery Holding Company (NASDAQ: DISCA, DISCB), Cox Communications, Inc., Advance/Newhouse Communications and John S. Hendricks, the Company’s Founder and Chairman.

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