



Travel should take you places™



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**HILTON MYRTLE BEACH RESORT AND DISCOVERY KIDS PARTNER
TO OFFER SUMMER OF 'DISCOVERY'**

MYRTLE BEACH, S.C. – (June 2006) – To kick off the 2006 summer travel season, Hilton Myrtle Beach Resort and Discovery Kids Channel have teamed up to create the “Hilton Discovery Kids Package,” a family vacation promotion that provides families with the best available rate on summer accommodations by reserving their “Hilton Discovery Kids Package” online at www.hilton.com or by calling the hotel at 843-449-5000. Parents and kids also have the opportunity to enter “Travel Should Spark Discovery” promotion for a chance to discover a foreign land during a six-night/seven-day vacation at one of eight exotic participating Hilton Hotel locations worldwide.

Starting June 30, kids aged 12 and under will be welcomed at check-in with a complimentary Hilton Discovery Kids Pack. Filled with all the essentials for an adventure-filled vacation, the pack includes complimentary continental breakfast, an exclusive Discovery Kids DVD that features four episodes of the fan-favorite, hit series “Endurance,” an activity book and a complimentary one-month subscription to Cosmeo, the revolutionary new homework help tool that harnesses the power of broadband and media to help kids achieve academic breakthroughs. The summer package marks the beginning of a longer relationship between Hilton Hotels and Discovery Kids to develop innovative programming that merges education and fun for family travels year-round.

“Summer vacations should stir creativity, pique curiosity and spark discovery,” said Sabena Robinson, director of sales and marketing for Hilton Myrtle Beach Resort. “It’s a fun and unique way to indulge the curiosities and interests of our younger guests. This Discovery Kids program encourages education, adventure and learning through travel and reinforces our brand philosophy that travel should educate and awaken the mind.”

After their stay, kids will also have the opportunity to share their vacation for a chance to have their stories air on television. By sending in photos and/or video, accompanied by a short description of his or her summer adventure and explorations to “Show Us Your Summer” at DiscoveryKids.com, their

video may be selected to air on Discovery Kids Channel, and online at DiscoveryKids.com

"Learning shouldn't be limited to the school year," adds Discovery Kids GM Marjorie Kaplan. "This new creative partnership with Hilton extends Discovery Kids content that entertains and empowers kids beyond watching programs on television. As summer vacations take kids to new places and they experience new things, they now can share the knowledge they've gained with their friends and other kids around the country."

The recipient of a record 14 Daytime Emmy®; nominations in 2006, Discovery Kids is setting new standards in programming for children. From the Emmy®-winning DISCOVERY KIDS ON NBC block to the commercial-free READY SET LEARN! preschool programming strand and the growing Discovery Kids Channel, Discovery Kids is providing young viewers with the highest-quality entertainment on the air today. Discovery Kids Channel is currently available in 38 million homes in the United States.

For more details on the "Travel Should Spark Discovery" Sweepstakes, "Show Us Your Summer," or to sign up for the "Hilton Discovery Kids Package," families can visit www.hilton.com or call 1-800-HILTONS.

About Hilton Myrtle Beach Resort

Located in the heart of the famed Grand Strand in Myrtle Beach, the Hilton Myrtle Beach Resort sits adjacent to Kingston Plantation, one of the largest and most comprehensive oceanfront resorts on the East Coast. The 145-acre property offers oceanfront accommodations including the 385-room Hilton Myrtle Beach Resort. Guests enjoy access to extensive recreational and meeting facilities including a 50,000 square-foot Sport & Health Club with indoor and outdoor pools, nine lit tennis courts, pro shop and state-of-the-art fitness equipment; Splash!, an oceanfront waterpark and lazy river; 72-par Rees Jones-designed Arcadian Shores Golf Course; and a host of seasonal activities for adults and children. For more information, visit www.hiltonmyrtlebeach.com.

About Discovery Communications

Discovery Communications, Inc. is the leading global real-world media company. Discovery has grown from its core property, the Discovery Channel, first launched in the United States in 1985, to current global operations in 170 countries and territories with nearly 1.4 billion cumulative subscribers. DCI's over 100 networks of distinctive programming represent 27 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 more than 100 Discovery Channel Stores in the U.S. 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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