



**TANZANIA AMONG FIRST DESTINATIONS TO BE
INCLUDED IN THE “DISCOVERY ADVENTURES” LAUNCH
Tours that will reflect Discovery Channel Programming**

(NOV. 2 2009, New York, NY) Discovery Communications, a leading nonfiction media company and parent to Discovery Channel, in their first foray into the travel category, partnered with Toronto-based GAP Adventures to launch a series of adventure travel expeditions called **Discovery Adventures**. Each expedition will immerse participants in the culture and adventure of destinations such as those featured in Discovery Channel programming. Tanzania is the only East African country included in the program’s first itineraries selected for the 30 trips to worldwide destinations available for booking starting summer 2010.

Discovery Adventures-branded trip to Tanzania, *Serengeti Wildlife Safari*, is one of only four African destinations in the program. According to Bruce Poon Tip, Founder and CEO of G.A.P Adventures, “the client feedback from G.A.P. Adventure programs in Tanzania has been so enthusiastic that the destination is a natural for the Discovery Adventures initiative that focuses on educational tourism, cultural immersion, wildlife encounters, and participation in sustainable world practices, epicurean adventures as well as geographic and environmental exploration.”

The Serengeti Wildlife Safari features world famous icons such as the Serengeti National Park, home to the *Great Animal Migration*; the Ngorongoro Crater, often called the “8th Wonder of the World”; Olduvai Gorge, “Cradle of Mankind” and Lake Manyara National Park. “Tanzania’s focus on wildlife conservation as well as community-based tourism,” said Hon. Shamsa Mwangunga, Tanzania’s Minister of Natural Resources & Tourism, “makes it the ideal destination for the **Discovery Adventures** target market.”

Discovery Adventures is a focal point of Discovery’s expansion beyond the TV screen, designed to further enable its large and loyal audience to immerse themselves into the brand and the lifestyle it represents.

About Tanzania

Tanzania, the largest country in East Africa, is focused on wildlife conservation and sustainable tourism, with approximately 28 % of the land protected by the Government. It boasts 16 National Parks and 32 game reserves. It is the home of the tallest mountain in Africa, the legendary Mt. Kilimanjaro; The Serengeti, named in October, 2006, the New 7th Wonder of the World by *USA Today* and *Good Morning America*; the world acclaimed Ngorongoro Crater, often called the 8th Wonder of the World; Olduvai Gorge, the cradle of mankind: the Selous, the world’s largest game reserve; Ruaha, now the second largest

National Park in Africa; the spice islands of Zanzibar; and seven UNESCO World Heritage Sites. Most important for visitors, the Tanzanian people are warm and friendly, speak English, which together with Kiswahili, are the two official languages; and the country is an oasis of peace and stability with a democratically elected and stable government.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, 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.

About G.A.P Adventures

In 1990, Bruce Poon Tip launched G.A.P Adventures with the belief that other travellers would share his desire to experience authentic adventures in a responsible and sustainable manner. We have grown from a one-man show to an award winning company of over 600 employees. G.A.P Adventures is a world leader in adventure travel, offering more than 1,000 small group experiences, safaris and expeditions on all seven continents to more than 85,000 travellers a year. The company's worldwide adventures focus on cultural interaction, wildlife encounters, and active travel. In recognition of our sustainable travel efforts, G.A.P Adventures has been given the Ethics in Action Millennium Award and Conde Nast Traveler's Green List Honoree. National Geographic Adventure Magazine awarded our company as Best 'Do it All Outfitter' on Earth. www.gapadventures.com