



July 23, 2009

Open letter to:

Mr. John S. Hendricks,
Chairman
Discovery Communications

Regarding: **The Learning Channel program: Jon and Kate plus 8 (#2 letter)**

Dear Mr. Hendricks,

One month ago today I wrote to you asking that you take this program off the air due to our concerns of child abuse on the show. My letter was quite detailed in what those concerns are.

Since then the show has been on hiatus. The drama of the parents continues uninterrupted in the media. Today a release indicates that the show will start running again on August 3.

As I mentioned in my June 23 letter, you are ultimately responsible for the welfare of these children. Why? Because the parents are obviously incapable. In stopping the show there is a chance that these children may regain a life close to normalcy.

Surely you can see where I'm coming from? The repeated exposure of these children to their parents drama on television and the subsequent echoes through the media is detrimental to the children's lives. I realize that you have a vested and financial interest in continuing the run, however the lives of eight children should surely outweigh those interests.

Let me illustrate my determination in protecting these children if you and your board decide not to.

In the event that the show does restart on August 3rd I will immediately write to all of your advertisers advising them that Child AbuseWatch will call for a boycott of their products and services if they continue to support the show. Copies of this campaign will be sent to all major media outlets, posted on our three sites and emailed to our extensive network of child advocates around the country. With a dull retailing year and Christmas in the offing I'm sure it will garner the advertisers attention. I will continue to do so until the show is taken off the air.

Last year we campaigned for Hewlett Packard to remove the soundtrack for their "Touchsmart" ad as it was written by a pedophile who was receiving royalties for his participation. That one press release was picked up by close to 300 media outlets worldwide. HP halted the ad campaign. Here's a sampling of the coverage here: http://www.abusewatch.net/hp_adpress.php

I am asking again that you please cancel this show immediately for the sake of these children who are unable to speak for themselves. I appeal to you in your capacity as a Chairman and a responsible adult to realize the truth, and the consequences, and do the right thing. Eight tenuous lives are counting on you.

Sincerely yours,

EVIN M DALY

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Copy to: Discovery Corporate Management - David M. Zaslav, Mark Hollinger, Adria Alpert Romm, Joe Abruzzese, Bruce Campbell, Bill Goodwyn, Joseph A. LaSala, Jr., Brad Singer, also General Media Release (NA)

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