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Contact: Wondimu Asamnew: 202.274.4575
wondimu@ethiopianembassy.org

- OR -

Elizabeth Hillman: 240.662.2664
elizabeth_hillman@discovery.com

**ETHIOPIAN EMBASSY HOSTS ADVANCE SCREENING OF DISCOVERING ARDI
THE DISCOVERY CHANNEL EXCLUSIVE, SPECIAL DOCUMENTING THE
RESEARCH BEHIND BREAKING NEWS ABOUT HUMAN EVOLUTION**

*World Premiere on Ethiopian State Television Saturday, October 10
U.S. Premiere Sunday, October 11 at 10 PM (EP/PT) on Discovery Channel*

(Washington, D.C.) His Excellency Dr. Samuel Assefa, Ethiopian Ambassador to the United States hosted a gala advance screening of Discovery Channel's special **DISCOVERING ARDI** for members of the diplomatic corps, Congressional staff, science leaders, members of the Ethiopian-American community and global media outlets last night at the Ethiopian Embassy in Washington D.C. The Ambassador was joined by John Ford, President and General Manager of Discovery Channel.

His Excellency Dr Assefa thanked Mr. Ford and pointed out with pride that Ethiopia was the site of the Ardi discovery and that Ethiopians led the way in the project's research. Ambassador Assefa cited the enormous contributions and the invaluable roles of Drs. Yohannes Haile-Selassie, Giday WoldeGabriel, Yonas Beyene and Berhane Asfaw in the scientific analysis and investigation.

Mr. Ford welcomed guests and saluted the astounding scientific achievements of the Middle Awash research team which resulted in last Thursday's publication in the journal *Science* on the discovery and study of a 4.4 million-year-old female partial skeleton nicknamed "Ardi." Mr. Ford cited Ethiopia as "truly the cradle of humanity" and this new scientific understanding as proof that, "we are, in a sense, all Ethiopians."

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Ardi made her world debut last Thursday in press conferences at the National Museum in Addis Ababa and the Washington D.C. headquarters of the American Association for the Advancement of Science. Ambassador Assefa addressed the media at the Washington press conference and praised this unprecedented global scientific effort led by Professor Tim White of the University of California Berkeley.

DISCOVERING ARDI makes its world premiere this Saturday night, October 10 in Ethiopia on Ethiopian State Television and its U.S. premiere this Sunday night at 9pm e/p on Discovery Channel.

Visitors to www.discovery.com/ardi will find a wide variety of materials, including timelines, interviews with the international research team, a re-creation of the landscape in which "Ardi" lived and, for the first time ever seen, artist's renderings of what "Ardi" would have looked like when alive.

About Discovery Channel

DISCOVERY CHANNEL (DSC) is dedicated to creating the highest quality nonfiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which reaches 98.1 million viewers in the U.S., can be seen in over 170 countries, offering a signature mix of compelling, high-end production values and vivid cinematography across genres, including science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit www.discovery.com.

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.

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