

World's Two Leading Environmental Websites Merge
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Mother Nature Network and TreeHugger Combine to Form Leading Eco-Lifestyle Digital Platform

ATLANTA, Nov. 15, 2012 /PRNewswire/ -- Mother Nature Network and Discovery Communications today announced the completion of an agreement to merge their environmental websites, Mother Nature Network (www.mnn.com) and TreeHugger (www.treehugger.com) to form a new entity, jointly owned by MNN and Discovery Communications. The agreement brings together the two most visited websites in the world for environmental news and information, with more than seven million combined monthly visitors and a user base that spans 200 countries.

(Photo: <http://photos.prnewswire.com/prnh/20121115/CL13664>)

"This merger goes beyond simply having a bigger audience, it's about having a much bigger opportunity," said Joel Babbit, co-founder and CEO of Mother Nature Network, who will serve as CEO of the combined companies. "Sustainability is only one aspect of a broader responsible lifestyle and we want to cover the entire spectrum. We are extremely excited to join forces with Discovery Communications and TreeHugger to make this opportunity a reality."

"TreeHugger and Mother Nature Network are the unequivocal digital leaders in the eco-lifestyle space, and their merger will greatly enhance the platforms' reach, impact and depth and breadth of content," added JB Perrette, Chief Digital Officer, Discovery Communications. "Placing TreeHugger under Joel's strong leadership and in a more exclusively eco-lifestyle focused venture enhances its value and long-term growth. Discovery Communications looks forward to continuing its commitment in the green space – in keeping with our long-standing corporate values – as a proud co-owner in the new venture."

Founded in 2004 with the mission of bringing green living to the masses, TreeHugger serves as an all-inclusive resource for green news, solutions, and product information. TreeHugger publishes an up-to-the-minute blog, weekly and daily newsletters, twice-monthly radio interviews, and manages engaged Twitter and Facebook communities. Discovery Communications acquired TreeHugger in 2007.

Mother Nature Network was launched in 2009 and provides content that extends beyond traditional environmental issues to encompass a broad range of responsible living topics. It was co-founded by Babbit, a former advertising executive, and conservationist Chuck Leavell, who has held the keyboard chair in the Rolling Stones for 30 years. CNN became an equity partner in 2011. Designed for a mainstream audience - information is presented in a way that is engaging and easy-to-understand. MNN has been particularly recognized for its non-traditional sponsorship model, an approach that has attracted many of the world's leading brands. Unlike the vast majority of websites, MNN does not sell standard advertising, offering instead exclusive, yearlong sponsorships for each of its content categories, such as transportation, safety, energy, family activities, and travel.

The ability to extend that model across a larger audience is already attracting significant interest, with Walmart's announcement that it will be partnering with the company on a new content channel which will profile individuals, organizations, businesses, and products that are making a positive impact on the environment.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.8 billion cumulative subscribers in 209 countries and territories. Discovery is dedicated to satisfying curiosity through 149 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as U.S. joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media service, including Revision3. For more information, please visit www.discoverycommunications.com.

About Mother Nature Network

Mother Nature Network is the world's most visited environmental and social responsibility website.

Engaging, non-political, and easy-to-understand, MNN is designed for a mainstream audience. Co-founded by Rolling Stones keyboardist Chuck Leavell and ad executive Joel Babbit in 2009, MNN content goes well beyond traditional "green" issues - encompassing a broad range of news and sustainable living topics - including family, health, home, safety, technology, community involvement, and personal finance. Visit Mother Nature Network [www.mnn.com] to learn more.

SOURCE Mother Nature Network

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