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**FOR IMMEDIATE RELEASE**

**DISCOVERY CONSUMER PRODUCTS AND TIME INC. BOOKS PARTNER ON CHILDREN’S BOOKS SERIES**

NEW YORK, NY (May 19, 2015) – Animal Planet and Time Inc. Books announce today a three-year exclusive nonfiction children’s publishing partnership in North America. New titles are currently under development for young readers of all ages, including a Gift & Companion series, Animal Bites series and Chapter Book series.

The program will kick off this fall with the publication of *Animals: A Visual Encyclopedia,* providing an in-depth look at the major animal groups, including mammals, reptiles, insects, birds, fish, amphibians and invertebrates. The book, which covers more than 2,500 species, contains 1,250 stunning color photographs, a full-color removable poster and Surprisingly Human animal facts aimed at connecting kids to the animal world. This encyclopedia is part of the Gift & Companion Book series, created for kids ages 8-12, which will also publish the *Animal Atlas* in spring 2016, *Strange, Unusual, Gross & Cool Animals* in fall 2016, and *Super-Amazing Awesome Mammals Around the World* in fall 2017.

Inspired by Animal Planet’s popular blog, the Animal Bites series will feature habitat-focused titles arranged thematically to explore animal bodies, baby animals, playtime and more. Geared toward kids ages 4-8, this series provides emerging readers with the perfect bite-sized guide to the animal world. Each book will contain more than 200 striking photographs focused on animal behavior and family relationships while offering Quick Bites fact boxes, simple infographics and maps. The first titles in the Animal Bites series, *Polar Animals* and *Ocean Animals*, will publish in winter 2016.

Additionally, a chapter book series for early readers ages 6-11 combines the best of high-interest narrative nonfiction and reference. The books will feature a recurring cast of kids who use their knowledge of animals and problem-solving skills to help animals and each other. This series uses full-color animal photography and illustrated character line art to provide exciting animal mysteries children can relate to, and each selection is equipped with fun sidebar facts and informative animal profiles. The first two titles in the chapter books series, *Farm Friends Escape!* and *Dolphin Rescue!* debut in winter 2017.

Under this partnership, Time Inc. can also develop Animal Planet children’s books in the UK and Australia.

Time Inc. Books will be highlighting and promoting this exciting new partnership and *Animals: A Visual Encyclopedia* at BookExpo America at the end of May.

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**ABOUT ANIMAL PLANET**

Animal Planet, a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. Animal Planet consists of the Animal Planet television network, available in more than 94 million homes in the US; online assets: www.animalplanet.com, the ultimate online destination for all things animal; Animal Planet L!VE, the go-to digital destination for round-the-clock, unfiltered access to the animal kingdom; and other media platforms including a robust Video-on-Demand (VOD) service and merchandising extensions.

**ABOUT TIME INC. BOOKS**

Time Inc. Books, the book publishing division of Time Inc. (NYSE:TIME), creates and leverages editorial content across multiple platforms, including books, bookazines and e-books, in partnership with Time Inc. brands such as Cooking Light, Entertainment Weekly, Essence, Fortune, Life, People, StyleWatch, Real Simple, Southern Living, Sports Illustrated, Sunset and Time. Time Inc. Books also publishes a range of books and bookazines under licensed third-party brands like 21st Century Fox, Animal Planet, Disney, Marvel, Star Wars, *MAD* magazine, the Mayo Clinic, Weight Watchers and many more*.*

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