



NEWS

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NATIONAL GEOGRAPHIC CHANNEL ANNOUNCES “PRESERVE OUR PLANET” COLLEGE FILM AND PSA CONTEST

**Contest Kicks Off National Geographic Conservation Initiative With Year-long Theme
“What You Do Counts”**

Winning Entries Selected by Panel of Explorers and Online Voting

(WASHINGTON, D.C. — November 5, 2007) National Geographic Channel (NGC) announced today the first annual “Preserve Our Planet” College Film and PSA Contest, in partnership with ecoAmerica and MonsterTrak’s GreenCareers. The film and PSA contest kicks off a National Geographic Society-wide initiative — “Preserve Our Planet” — to inspire and empower each of us to “think” conservation in our homes, communities, schools and workplaces.

The theme for the inaugural year of Preserve Our Planet is “What You Do Counts,” and it will focus on helping people understand their individual carbon footprint and provide alternatives to lower their impact on the planet.

Submissions, which will be accepted through January 31, 2008, should highlight existing efforts to preserve our planet, what people *should* be doing to preserve our planet or incorporate the theme of “What you do counts” in a creative way. Details, including rules, entry forms and complete prize information, can be downloaded at www.preserveourplanet.com.

“National Geographic is dedicated to inspiring people to care about the planet,” said Kiera Hynninen, Senior Vice President, Marketing and Media Strategy, NGC. “This contest gives college students a voice to join us in what could possibly be the most important mission in their lives — preserving our planet.”

“GreenCareers is an environmentally focused recruitment Web site for college students and recent graduates,” said Mark Charnock, VP and GM, MonsterTrak. “This film and PSA contest reflects our dedication to this issue and encourages the student community that we serve.”

The first place winner in both the film and PSA categories will be decided by a panel of experts, including top National Geographic Explorers and representatives from NGC, ecoAmerica and MonsterTRAK. The second place winner in each category will be determined by online voting.

Each winning student will receive a cash prize: \$5,000 for the first place film; \$3,000 for the first place PSA; \$1,500 for the second place film; and \$1,000 for the second place PSA.

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In addition to cash prizes, the top two film and PSA winners will be flown to Washington, D.C., to have their work screened at the kick-off event of the annual worldwide gathering of National Geographic Explorers.

Finally, winning and select finalist films will be broadcast nationally as part of NGC's Earth Day events via NGC On Demand, wherever that service is available.

NGC first announced the "Preserve Our Planet" initiative last spring to reflect NGC's long-term commitment to bringing relevant conservation information and practical everyday tips to viewers on-air, online and in local communities. A new comprehensive Web site, www.preserveourplanet.com, launched last month, and the network is dedicating significant on-air inventory to PSAs and interstitials helping viewers understand and lessen their individual impact on the environment.

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About National Geographic Channel

Based at the National Geographic Society headquarters in Washington, D.C., the National Geographic Channel (NGC) is a joint venture between National Geographic Ventures (NGV) and Fox Cable Networks (FCN). Since launching in January 2001, NGC initially earned some of the fastest distribution growth in the history of cable and more recently the fastest ratings growth in television. The network celebrated its fifth anniversary January 2006 with the launch of NGC HD which provides the spectacular imagery that National Geographic is known for in stunning high-definition. NGC has carriage with all of the nation's major cable and satellite television providers, making it currently available to more than 66 million homes. For more information, please visit www.nationalgeographic.com/channel.

About MonsterTRAK and GreenCareers

Founded in 1987 as JobTRAK and acquired by Monster®, the leading online global careers and recruitment resource, in 2000, MonsterTRAK is dedicated to preparing college students to enter the job market and find the right job, optimizing and expanding the services career centers provide, and connecting employers with the most qualified students to fill internship, part-time and entry-level positions.

MonsterTRAK, in partnership with ecoAmerica, and sponsored by Environmental Defense, has developed GreenCareers, an environmentally focused recruitment website for college students and recent graduates. The website, a channel on MonsterTRAK, was built to assist college students and recent grads secure jobs with companies that positively impact the environment.

About ecoAmerica

ecoAmerica is an environmental non-profit that uses innovative consumer research and marketing to encourage personal and civic choices that are better for American families, communities and our natural heritage. By starting with people instead of issues, and focusing on opportunities and benefits instead of costs and consequences, ecoAmerica makes environmental protection personally relevant to all Americans.

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