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OUR REFERENCE NUMBER

December 29, 2010

1019.20

VIA EMAIL & FEDERAL EXPRESS

David M. Zaslav
President and Chief Executive Officer
Discovery Communications Inc.
One Discovery Place
Silver Spring, MD 20910

Dear Mr. Zaslav:

We are the co-executors of the Michael Jackson Estate. As you are aware, plans by a Discovery Communications channel to air a program in Europe next month purporting to reenact Michael Jackson's autopsy has understandably angered Michael's fans worldwide. Your decision to even schedule this program is in shockingly bad taste, insensitive to Michael's family, and appears motivated solely by your blind desire to exploit Michael's death, while cynically attempting to dupe the public into believing this show will have serious medical value.

We were especially outraged when a sickening print advertisement for the program appeared making light of Michael's death by depicting a corpse sprawled on a steel gurney covered by a sheet with a hand sticking out wearing Michael's signature sequined glove. Discovery obviously views this as clever advertising and creative "branding" for its program. But in fact, the ad is debased, sick and insensitive. No doubt this fictitious, morbid image is being spread worldwide even now on the Internet, viewed by Michael's loved ones, and even accepted as authentic by those who may be unaware that Discovery made it up.

There was a time not long ago when Discovery was synonymous with some of the best programming television had to offer, including focusing attention on many of the same environmental issues Michael was so passionate about during his life. That's why we find your decision to proceed with an offensive, exploitative program like "Michael Jackson's Autopsy" so mind boggling. On behalf of Michael's family, fans, common sense and decency, we urge you to reconsider and cancel this program.

Very truly yours,


John G. Branca
John McClain

JGB/md

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