



Food Network and Home & Garden Television Negotiate New Distribution Deals in Asia; Scripps Networks programming to air in Thailand, Hong Kong

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KNOXVILLE, Tenn.--(BUSINESS WIRE)--April 5, 2001--Home & Garden Television (HGTV) and Food Network have successfully negotiated licensing agreements making Scripps Networks branded programming available to television viewers in Thailand and Hong Kong.

Food Network and HGTV are both operated by Scripps Networks, a subsidiary of The E. W. Scripps Company in Cincinnati. The licensing agreements bring to six the number of Pacific Rim territories where Scripps Networks lifestyle programming is distributed. Scripps Networks programming also can be seen in Japan, Korea, Australia and the Philippines.

HGTV and Food Network programming debuted last year in Thailand on United Broadcasting Corporation's (UBC) X-ZYTE channel. The line-up will expand this spring, with 90 hours of additional content to begin airing in April 2001.

In Hong Kong, Food Network's "Extreme Cuisine" will air on Hong Kong Cable Television Ltd's Entertainment channel. "Extreme Cuisine" will premiere in Hong Kong in May 2001.

"Viewers across the globe are seeking lifestyle information and inspiration," said Kristen Jordan, vice president, international development, Scripps Networks. "The addition of Thailand and Hong Kong to the growing list of countries where Scripps Networks programming can be seen testifies to the international popularity of our brands."

"Food Network and HGTV have proven appeal with our viewers," said Arthit Promprasit, programme acquisition manager, movies & entertainment, UBC. "We look forward to continuing our relationship with Scripps Networks in the future."

UBC is Thailand's leading provider of subscriber-based television services. It has always been at the forefront of pay television entertainment, providing the best in sports, movies, news, education and variety programming. UBC offers up to 29 world-class channels via its dual satellite and fiber optic platforms, which cover the whole of Thailand.

"Our goal is to provide quality, innovative programming from Hong Kong and around the world," said Cassidy Lau, manager, programme acquisitions, Hong Kong Cable Television, Ltd. "Our viewers are sure to appreciate the unique style and informative approach brought by Food Network "

Following its launch in October, 1993, Hong Kong Cable Television Ltd. has set the trend of multi-channel pay-television service for Hong Kong, with 31 channels on its fiber service and 20 channels on its microwave service. The diversity of programming choice with a well-balanced mix of local programs and international channels offered by the network has served a metropolitan city like Hong Kong well. It currently produces more than 10,000 hours of programming a year and is the largest producer of television programs in Hong Kong.

Scripps Networks, with offices in Knoxville, Tenn., New York, Los Angeles, Chicago, Atlanta and Detroit, includes HGTV, Food Network, Do It Yourself (DIY) network and a new network to launch in late 2001, Fine Living.

HGTV is distributed to more than 69 million U.S. households. Internationally, HGTV owns 33 percent of HGTV Canada and HGTV branded programming can be seen on networks in Japan, Australia, Thailand, and the Philippines. Food Network is distributed to more than 57 million U.S. households. Internationally, Food Network owns 29 percent of Food Network Canada and Food Network branded programming is seen in Korea, Thailand, the Philippines and in Australia. Do It Yourself (DIY) branded programming can be seen in Japan and the Philippines.

Scripps Networks is owned by The E.W. Scripps Company (NYSE:SSP), which operates 21 daily newspapers and 10 broadcast television stations. The E.W. Scripps Company also operates Scripps Howard News Service, United Media, the worldwide licensing and syndication home of PEANUTS and DILBERT, and 31 web sites, including hgtv.com, foodtv.com, diy.net.com and comics.com

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