



Holiday Decorating...Just in Time; HGTV and FedEx Sponsor New Holiday Sweepstakes and "Christmas Across America"

December 12, 2001 at 3:22 PM EST

KNOXVILLE, Tenn., Dec 12, 2001 (BUSINESS WIRE) -- Home & Garden Television (HGTV) is joining with FedEx Corporate Services, Inc., a subsidiary of FedEx Corp. (NYSE:FDX) to kick off a "Holiday Decorating...Just In Time" Sweepstakes on Tuesday, December 11.

Prize packages, each including a holiday pack of 10 luminaries and festive candy jar, will be awarded to 500 HGTV viewers and delivered by FedEx Express. The sweepstakes runs December 11-18 and encourages viewers to tune in to HGTV's "Christmas Across America" special.

FedEx, the world's premier global provider of transportation services, is the exclusive sponsor of this year's "Christmas Across America" special and is also assisting HGTV with the "Holiday Decorating...Just in Time" Sweepstakes.

"Christmas Across America," the network's annual tour of holiday celebrations in 39 U.S. cities, premieres on Saturday, December 24 at 8 p.m. ET/PT, with encores on December 24 at 11 p.m. ET/PT, and on Christmas Day at 10 a.m. & 3 p.m. ET/PT. Set to holiday music and hosted by Willard Scott, this three-hour cross-country special treats viewers to the sights and sounds of the holiday season. From the lighting of the National Christmas tree in Washington, DC...to a Kwanzaa celebration and feast in Chicago...to the lighting of a giant outdoor menorah in San Francisco, HGTV will help light up the holidays.

Beginning December 11, HGTV will run FedEx-tagged spots encouraging viewers to watch "Christmas Across America" and to go to HGTV.com to enter the network's inaugural "Holiday Decorating...Just In Time" sweepstakes. The marketplace section of the award winning FedEx Web site (www.fedex.com) also will feature information about the sweepstakes and a link to the entry page on HGTV.com. The prize package drawings will take place on or about December 19, 2001.

"FedEx and HGTV compliment each other perfectly for this special offering of holiday programming and the kick-off of our new sweepstakes," said Burton Jablin, president of Home & Garden Television. "FedEx is the recognized leader in reliable delivery services -- whether sending high value business materials around the globe or gifts across the country. Like HGTV, it also is a cutting edge brand with worldwide recognition."

"As the holidays are such an important time of the year for the FedEx family of companies, it is the ideal time to join with HGTV to promote the spirit of the season," said Brian D. Philips, FedEx vice president of U.S. marketing. "From overnight FedEx Express services to customized FedEx Home Delivery options, FedEx offers tailored solutions for customers throughout the holidays and beyond."

About HGTV

Headquartered in Knoxville, Tenn., with offices in New York, Los Angeles, Chicago, Detroit and Atlanta, Home & Garden Television (HGTV), which is now distributed in more than 74 million U.S. households, is one of the fastest-growing networks in cable television history. Internationally, HGTV owns 33 percent of HGTV Canada and provides much of the Canadian network's daily programming. HGTV branded programming can also be seen in Japan, Australia, Thailand and the Philippines. HGTV is wholly owned by The E.W. Scripps Company (NYSE:SSP), which also operates the Food Network, DIY (do it yourself network) and Fine Living, a new network to launch in early 2002.

About FedEx

With annual revenues of \$20 billion, FedEx Corp. is the premier global provider of transportation, e-commerce and supply chain management services. The company offers integrated business solutions through a network of subsidiaries operating independently, including: FedEx Express, the world's largest express transportation company; FedEx Ground, North America's second largest provider of small-package ground delivery service; FedEx Freight, a leading provider of regional less-than-truckload freight services; FedEx Custom Critical, the world's largest provider of expedited time-critical shipments; and FedEx Trade Networks, a provider of customs brokerage, consulting, information technology and trade facilitation solutions.

CONTACT:

Home & Garden Television (HGTV) Emily C. Yarborough, 865/560-4643

or

FedEx Media Relations

Carla Boyd Richards, 949/248-2406

or

Trylon Communications, Inc.

Amy Finnerty or Laura Goldberg, 212/725-2295

amyf@tryloncommunications.com or

laurago@tryloncommunications.com

URL: <http://www.businesswire.com>

Today's News On The Net - Business Wire's full file on the
Internet
with Hyperlinks to your home page.

Copyright (C) 2001 Business Wire. All rights reserved.