



## Do It Yourself Network Draws in Books, Images From Creative Homeowner, Leading Home Improvement Publisher

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Collection of Home Improvement Illustrations To Be Used On-Air  
and Online Enhancing Step-by-Step Instruction on 'Talk2DIY'

Beginning December 31, Talk2DIY, the popular, interactive how-to series on DIY - Do It Yourself Network, will incorporate home improvement reference books and thousands of colorful photographs and illustrations into the show's on-air segments, as well as its online counterpart on DIYnet.com.

The new books and images are from the library of Creative Homeowner, a leading publisher of high-quality do-it-yourself publications aimed at the homeowner, and the visuals will assist DIY's experts in providing in-depth instruction and guidance on a wide range of do-it-yourself projects. In return for use of its books and image library, Creative Homeowner will receive on-air promotional credit, mention of individual book titles featured on each episode of Talk2DIY, and a featured link on DIY's Web site.

"Talk2DIY covers an incredibly diverse array of home improvement projects and Creative Homeowner's books have an illustration or image to complement virtually every one. Our audience is sure to find these new visuals beneficial," said Jim Zarchin, president of DIY - Do It Yourself Network. "We are always on the lookout to strike new deals to bring our fans the best in how-to, step-by-step guidance tools."

"DIY is a leader in targeting the do-it-yourself enthusiast, as is Creative Homeowner. This deal underscores the merit of having high-quality, home improvement media brands join forces," added Hank Toolan, president of Creative Homeowner.

Talk2DIY is an hour-long program geared to the true do-it-yourself enthusiast. Fueled by e-mails and phone calls from DIY viewers, the program answers common and not-so-common questions about a variety of home improvement projects from building to plumbing to painting. The show is co-hosted by Brad Staggs, home improvement expert and frequent host on DIY, and Lynda Lyday, a licensed carpenter and former host of HGTV's The Fix. Their experience with home projects is supplemented by a stable of specialty experts, who share their knowledge via telephone and web cam.

### About Creative Homeowner

Creative Homeowner is the premier publisher of highly illustrated and innovative gardening, decorating, and home improvement books. Headquartered in Upper Saddle River, NJ, Creative Homeowner is a division of Federal Marketing Inc. For 20 years, Creative Homeowner books have provided homeowners books with the know-how and motivation to enhance their surroundings and lifestyle. Creative Homeowner is committed to providing the highest value to its readers by offering complete information and detailed instructions in a consumer-friendly format.

### About DIY - Do It Yourself Network

DIY is part of Scripps category television networks, the architect of Home & Garden Television. DIY focuses on the do-it-yourself home enthusiast, providing in-depth demonstrations and tips on-air and online. Headquartered in Knoxville, Tenn., with offices in New York, Los Angeles, Chicago Atlanta and Detroit, DIY is wholly owned by The E.W. Scripps Company (NYSE: SSP), which also operates Home & Garden Television (HGTV), the Food Network and Fine Living, a new network to launch in early 2002. DIY, which is now distributed in nearly 8 million U.S. households, can be seen on DirecTV, EchoStar's DISH Network satellite TV systems and on select cable systems around the country. DIY programming can also be seen internationally in Japan and the Philippines. For more information, visit DIYnet.com

The network's companion Web site, DIYnet.com, mirrors the weekly on-air programming schedule, featuring easy-to-use, step-by-step instructions for nearly 7,000 projects and 250 tools shown on DIY, including a detailed online guide to resources, materials and related projects. DIYnet.com users will be able to search for any project shown on air in the DIY project archive, engage in community bulletin boards and chat with DIY experts.

The E.W. Scripps Company operates 21 daily newspapers; 10 broadcast television stations; four TV networks - Home & Garden Television (100 percent owned by Scripps), Food Network (64 percent owned by Scripps), DIY - Do It Yourself Network (100 percent owned by Scripps), Fine Living, a new network to launch in early 2002 (100 percent owned by Scripps); and a TV programmer, Scripps Productions. The company also operates United Media, a worldwide syndicator and licensor of news features and comics, and the Scripps Howard News Service. Scripps operates 31 revenue-producing Web sites, including HGTV.com, FoodTV.com, DIYnet.com and Comics.com.

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### CONTACT: Scripps Networks, Knoxville

JoannaVaccarino-Case, 865/560-3658

jcase@scrippsnetworks.com

or

Trylon Communications Inc., New York

Laura Goldberg/Les Luchter, 212/725-2295

[laurago@tryloncommunications.com](mailto:laurago@tryloncommunications.com)

[lesl@tryloncommunications.com](mailto:lesl@tryloncommunications.com)