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SCRIPPS

HGTV Series to Air in 15 European Countries; Selection of Interior Design and Gardening Programs Available in March 2002

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KNOXVILLE, Tenn.--(BUSINESS WIRE)--Feb. 20, 2002--Scripps Networks and UPCTv, the content, marketing and distribution unit of United Pan-Europe Communications (UPC) television channels, have signed a licensing agreement for Home & Garden Television (HGTV) series to air in 15 countries on UPCTv's thematic channel "Club."

Beginning in March, "Club " viewers in The Netherlands, Germany, Austria, Switzerland, Sweden, Norway, Denmark, Belgium, Greece, Hungary, Poland, Romania, Estonia, Bulgaria, and the Czech Republic will receive a selection of HGTV's popular programs -- Fantasy Open House, Awesome Interiors, Treasure Makers, World Garden Tour, Weekend Warriors, and Penelope Hobhouse: The Art & Practice of Gardening.

This announcement comes on the heels of HGTV's distribution agreement with Europe's Spektrum TV, and extends the international reach of HGTV branded programming to 21 countries. Additionally, HGTV is distributed to nearly 80 million U.S. households, and to 1,000 outlets on U.S. bases and U.S. embassies around the world through the American Forces Radio and Television Network.

"We are very pleased to feature HGTV on "Club" in Europe," said Kristen Jordan, vice president of international development for Scripps Networks. "Our broad international distribution shows that quality home and garden programming is in demand by viewers around the world."

UPCTv offers a unique portfolio of five thematic channels to cable networks and satellite operators across Europe and the Middle East. "Club" is specifically designed for women, celebrating the uniqueness of being a woman in the 21st century. It provides a variety of programming from fashion shows, beauty tips, weekend escapes and interior design to romance and relationships.

One of the fastest growing networks in cable television history, HGTV owns 33 percent of HGTV Canada and provides much of the Canadian network's daily programming. In addition to the countries reached by the UPC agreement, HGTV's branded programming is currently seen in Japan, Australia, Thailand, The Philippines, Hungary, the Czech Republic, and the Slovak Republic.

Headquartered in Knoxville, Tenn., with offices in New York, Los Angeles, Chicago, Detroit and Atlanta, HGTV is wholly owned by The E.W. Scripps Company (NYSE: SSP), which also operates Food Network, DIY--Do It Yourself Network and Fine Living, a new network to launch in March 2002. Food Network, which is distributed to 71 million households in the U.S., also owns 29 percent of Food Network Canada. Food Network branded programming is carried in France, the Republic of Korea, Thailand, Hong Kong, the Philippines and Singapore as well as in Australia. DIY branded content can be seen in Japan and the Philippines.

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