

ALWAYS *e*VOLVING



THE E. W. SCRIPPS
COMPANY

2006 Annual Report

WE'RE GROWING AND ALWAYS *e*VOLVING

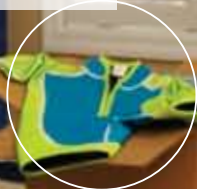
Scripps has a tradition of creating value for shareholders by anticipating and staying ahead of the changing habits of media consumers. By always evolving, Scripps has become one of America's leading diversified media companies, delivering consistently strong financial growth and uncommon value to the increasing number of people who rely on us for useful information, quality television entertainment and dependable news.



Shop for swim wear

\$34.95

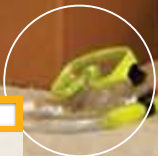
GO TO STORE ▶



Shop for snorkel

\$29.95

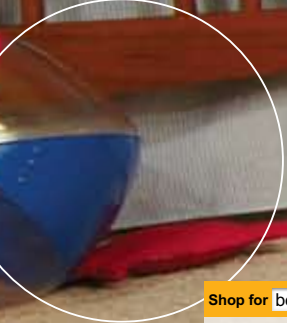
GO TO STORE ▶



Shop for beach toys

\$5.75

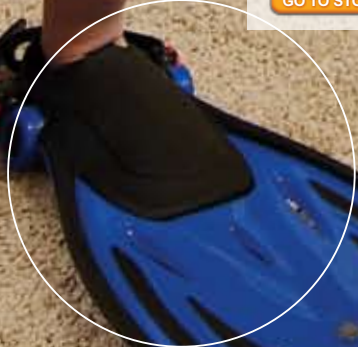
GO TO STORE ▶



Shop for flippers

\$22.95

GO TO STORE ▶





TAPPING THE POWER OF INTERNET SEARCH

Shopzilla delivers highly qualified leads to online retailers by making it easy for consumers to instantly find anything they want to buy on the Web. In the United Kingdom — and soon in the U.S. — uSwitch helps consumers find and switch to the best deals for a growing range of essential home services. Together, Shopzilla and uSwitch are the foundation for the company's growing Scripps Interactive Media division.







+16%

Popular shows like *Everyday Italian* with Giada De Laurentiis are attracting a growing number of viewers to Food Network during the daytime on Saturdays and Sundays.⁽¹⁾

10 million

FoodNetwork.com, the top food Web site in the U.S., averaged nearly 10 million unique visitors a month during the last three months of 2006.⁽²⁾

78,000

The Food Network Cook Express wireless mobile content service recorded 78,000 downloads in 2006. The service is now available on Verizon, Sprint/Nextel, Alltel, Cingular, U.S. Cellular and Amp'd.

ENGAGING THE LIVES OF MEDIA CONSUMERS

Scripps Networks — led by HGTV and Food Network — is engaging the lives of media consumers with television programming and Internet content that informs, entertains and empowers. All of our popular television networks, our growing portfolio of video Web channels and other innovative online content services are making Scripps the clear leader in delivering lifestyle content across multiple media platforms.



FOODNETWORK.COM

FINELIVING.COM

GACTV.COM



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*SCRIPPS NEWSPAPER AND BROADCAST TV PLATFORMS



REPORTING LOCAL NEWS ON MULTIPLE PLATFORMS

Scripps newspapers and broadcast television stations are serving their local communities via multiple media platforms. In addition to award-winning print editions and newscasts, Scripps newspapers and TV stations are building innovative online franchises that are rich with video content and other features, including downloadable Podcasts and timely information (traffic, sports and weather) that can be sent instantly to mobile communications devices.

2005 | \$2,155

2004 | \$1,874

2003 | \$1,636

Total Operating Revenues⁽¹⁾

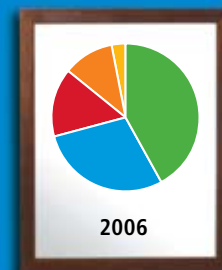
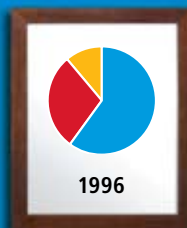
(Dollars in millions)

2002 | \$1,493

Our evolving profile

The company's profile has evolved dramatically over the past decade as a result of the rapid growth of our national lifestyle television networks and the recent addition of our specialized Internet search businesses.

Operating Revenue



- 60% Newspapers
- 30% Broadcast TV
- 10% Entertainment*

**Included HGTV and United Media*

- 42% Scripps Networks
- 29% Newspapers
- 15% Broadcast TV
- 11% Interactive Media
- 3% United Media



Kenneth W. Lowe,
President and
Chief Executive Officer



William R. Burleigh,
Chairman

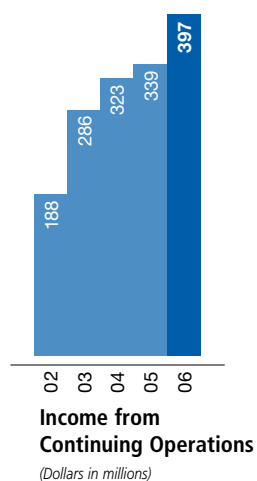
Pictured with portrait of Edward W. Scripps

Financial Highlights *(Dollars in millions)*

Consolidated⁽¹⁾	2006	2005	2004
Segment operating revenues	\$ 2,498	\$ 2,155	\$ 1,874
Income from continuing operations	397	339	323
Scripps Networks			
Segment operating revenues	\$ 1,052	\$ 903	\$ 724
Segment profits ⁽²⁾	517	414	304
Segment profit margin	49%	46%	42%
Newspapers⁽¹⁾			
Segment operating revenues	\$ 718	\$ 729	\$ 704
Segment profits ⁽²⁾	196	223	241
Segment profit margin	27%	31%	34%
Broadcast Television			
Segment operating revenues	\$ 364	\$ 318	\$ 342
Segment profits ⁽²⁾	121	88	108
Segment profit margin	33%	28%	32%
Interactive Media			
Segment operating revenues	\$ 271	\$ 99	\$ —
Segment profits ⁽²⁾	68	28	—
Segment profit margin	25%	28%	—
United Media			
Segment operating revenues	\$ 95	\$ 106	\$ 104
Segment profits ⁽²⁾	13	19	17
Segment profit margin	13%	18%	16%

(1) Excludes discontinued operations for all periods presented.

(2) Segment profit is used by the company's chief operating decision maker to evaluate business segments. See page F-48 of the company's Form 10-K.

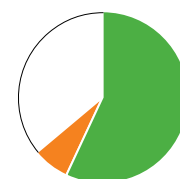


Consistent consolidated growth

The success of the company's strategy to diversify its portfolio of media assets is reflected in consistent consolidated growth. Income from continuing operations grew for the fifth consecutive year in 2006, the result primarily of the financial success of Scripps Networks.

Together, Scripps Networks and Scripps Interactive Media — the company's fastest growing divisions — accounted for 64 percent of the company's combined segment profit in 2006.

64%
of segment profit



■ 57% Scripps Networks
■ 7% Scripps Interactive Media

TO OUR SHAREHOLDERS:

At Scripps, we're always evolving.

We've had considerable success creating shareholder value by identifying — and then capitalizing on — growing media marketplaces.

Whether it's popular national lifestyle television networks or powerful specialized Internet search businesses, the company's consistently strong operating results demonstrate our ability to anticipate and get in front of the changing habits of media consumers and advertisers.

The growth Scripps is achieving today is rooted in a decision we made more than a decade ago to change the company's profile. It started with the creation and launch of HGTV and has continued nonstop with the rapid expansion of our Scripps Networks division.

Important Milestone

Today, Scripps Networks includes HGTV — 100 percent owned by Scripps — our controlling interest in the Food Network, and our ownership of newer lifestyle television brands DIY Network, Fine Living and Great American Country.

Together, our portfolio of lifestyle television networks and their affiliated Web sites generated more than \$1 billion in revenue in 2006. That's an important milestone in an undeniably impressive growth story.

But, the company's evolution hasn't stopped with Scripps Networks. We've already begun the next phase in the company's ongoing transformation with our acquisitions of Shopzilla and uSwitch, two leading

Internet search and price comparison businesses.

Shopzilla and uSwitch — both powered by efficient Internet search marketing models — provide the foundation for the company's newly created Scripps Interactive Media division.

With the addition of Shopzilla and uSwitch, and including all of the company's other 90-plus Web sites, Scripps now routinely ranks among the top 15 U.S. companies doing business on the Internet on a unique visitor basis.

Looked at another way, 64 percent of the company's combined segment profit in 2006 was generated by our fastest growing operating divisions — Scripps Networks and Scripps Interactive Media.

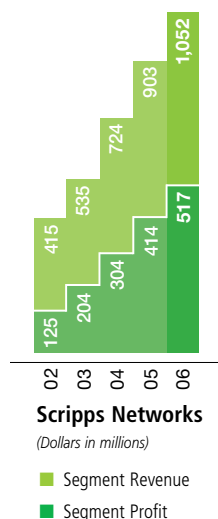
The success we've had transforming Scripps is evident in our consolidated operating results.

Consolidated Results

In 2006, revenue grew 16 percent, year over year, driving a 17 percent increase in income from continuing operations. Total advertising from all of our media enterprises was up 9 percent, while, on a pro forma basis, referral fee revenue from our new interactive media businesses was up an impressive 56 percent.

Net income for the year was \$353 million vs. \$249 million in 2005, with most of the difference attributable to a write-down of goodwill in 2005 at our former TV retailing subsidiary, Shop At Home.

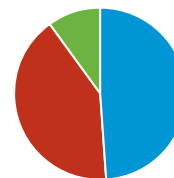
We opted to divest Shop At Home midway through



Solid growth at Scripps Networks

The popularity of the company's national lifestyle networks is driving consolidated growth. Led by HGTV and Food Network, revenue and segment profit at Scripps Networks grew for the 12th consecutive year. Revenue from Scripps Networks topped \$1 billion for the first time in the division's history and contribution to segment profit exceeded a half billion dollars.

The expansion of Scripps Networks, including the development of related, video-rich Internet businesses, is the company's top priority.



Percentage of Operating Revenue by Network

- 49% HGTV
- 41% Food Network
- 10% DIY Network, Fine Living and GAC

Breakout hits and exciting new personalities

Viewership at HGTV and Food Network continued to grow during 2006 thanks to strong schedules of new programming with lots of personality. *HGTV Design Star* was the network's breakout hit of the year, earning a solid 2.5 rating for the finale of the show's first season in September.

Ten more designers will compete for an HGTV show of their own during *Design Star*'s second season which begins in July.

At Food Network, fresh new shows like *Ace of Cakes* with unconventional host Duff Goldman are attracting younger viewers to primetime. During the fourth quarter of 2006, primetime viewership among adults aged 18 to 34 was up 17 percent at Food Network.



the year in 2006 after determining that changing market forces were blocking its path to profitability and were not likely to turn favorable in the near future.

Specifically, poor prospects for sufficient distribution growth for Shop At Home was making it difficult — if not impossible — for us to execute the integrated, home shopping strategy that we had envisioned.

In the end, we decided that it would be unwise to invest the additional time and capital that would have been required to turn the business around. We were able to sell the Shop At Home network and have reached agreement to sell Shop At Home's five affiliated broadcast television stations. When the transaction for the stations is completed during the first half of 2007, we'll have recouped \$187 million of our investment in the business.

Scripps Networks

Scripps Networks continues to be the company's biggest success story.

In 2006, Scripps Networks accounted for 42 percent of the company's total revenue and 57 percent of combined segment profit, which is the measure we use to evaluate the operating performance of our various media enterprises. Segment profit, as we define it, excludes interest, income taxes, depreciation and amortization, divested operating units, restructuring activities, investment results and other items that are included in net income.

Total revenue at Scripps Networks was up 17 percent during the year to \$1.1 billion and segment profit grew a very impressive 25 percent to \$517 million. HGTV and Food Network, our flagships, are responsible for the lion's

share of that growth as we've successfully monetized the passionate audiences we're aggregating on air and online.

Combined, operating revenue at HGTV and Food Network reached \$938 million, up 16 percent.

Our emerging networks — DIY Network, Fine Living and GAC — also gained significant scale during the year, with combined revenue growing 22 percent to \$106 million.

Our Flagships

We're having tremendous success building audiences for all of our networks, with such breakout hits as



Rising stars, like Paula Deen, are driving Food Network's success.

HGTV Design Star and Food Network's popular "In The Kitchen" block programming, including *Rachael Ray's 30-Minute Meals* and *Paula's Home Cooking*, featuring Paula Deen.

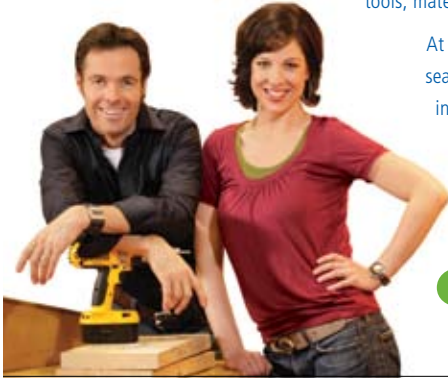
Design Star's success last summer helped propel HGTV's overall primetime viewership, which was up 15 percent in 2006 over the prior year.

Food Network's total-day viewership also improved during the year, up 12 percent. Viewership growth was particularly strong during Food Network's "In the Kitchen" dayparts, up 16 percent on weekend mornings and 10 percent on weekday afternoons.

Both HGTV and Food Network now reach about 92 million U.S. television households and have grown to become two of television's most recognizable brands.

Emerging networks that inform, entertain and save time and money

Viewers turn to DIY Network and Fine Living, and their respective Web sites, for useful information that they can apply to everyday life. *DIY Inside: The Builders' Show*, hosted by Karl Champley and Amy Devers, takes do-it-yourselfers on a personal tour of the International Builders' Show, giving them a sneak peek at the latest tools, materials and building techniques.



At Fine Living, *American Shopper*, fueled by the Internet search power of Shopzilla, gives consumers the advice and information they need to make smart buying decisions. *American Shopper* explores shopping concerns and compares products and prices.



Emerging Networks

The household reach of our newer networks also improved significantly during 2006 with DIY Network and Fine Living both topping 42 million cable and satellite subscribers. GAC's distribution reached 46 million, up 17 percent from the prior year.

Internet Enterprises

We're also making great progress establishing our lifestyle brands as preferred Internet destinations.

During 2006, we launched dedicated, video-rich broadband channels that bore deeper into the lifestyle categories targeted by our television networks. So far, we've activated broadband channels devoted to kitchen design, bath design, woodworking, crafts, home improvement, gardening and landscaping, and automotive.

Video streaming at Scripps Networks Web sites was up a remarkable 39 percent to 90 million video plays during the year, and we expect that number to keep growing in correlation with the increase in broadband Internet connections.

All in, Scripps Networks Internet enterprises generated about \$61 million in revenue during 2006, up a very sound 72 percent from the prior year.

FoodNetwork.com and

HGTV.com account for a large percentage of the division's online revenue. On a unique visitor basis, FoodNetwork.com is the nation's leading food-related Web site and

HGTV.com is the top content site in the home and garden category.

On television and on the Internet, we've succeeded in establishing Scripps Networks as the nation's leader in lifestyle programming and content.

It's a competitive advantage that we jealously guard.

Scripps Interactive Media

We're also participating in the powerful Internet search marketplace with Shopzilla and uSwitch.

Shopzilla is a leading Internet destination in the U.S. for consumers searching for just about any retail product for sale on the Web. We're also making progress establishing the Shopzilla brand in Germany, France and the United Kingdom.

In the U.S., Shopzilla aggregates and organizes valuable information on more than 35 million products from about 88,000 online merchants. For consumers, Shopzilla saves time and money by instantly delivering accurate and objective search results, comparison pricing information, product reviews and more. For merchants, Shopzilla delivers a steady stream of high-quality leads, often with credit cards in hand. Shopzilla gets paid a fee for each consumer it sends to a participating merchant.

Similarly, in the U.K., uSwitch has established itself as a top destination for consumers who are searching for the best deals on a growing range of essential home services, including electricity, gas, telephone, broadband and personal finance products.

At uSwitch, we take consumers deeper into the transaction, actually helping them complete the switch



HGTV.com, featuring video-rich broadband channels like HGTV KitchenDesign, averages more than 4 million unique visitors a month.

Specials like *Cracker Barrel's Songs of the Year Concert* are making GAC a favorite television destination for country music lovers. GAC host Suzanne Alexander talked with Trace Adkins before the concert at Nashville's Schermerhorn Symphony Center.



to the service providers of their choice. Service providers pay uSwitch for each switch that the Web site enables. We're actively exploring opportunities to extend the uSwitch brand to the U.S. in 2007, most likely with personal finance products.

Revenue for the Scripps Interactive Media division reached \$271 million in 2006, which, on a pro forma basis, was about 56 percent ahead of the year before. Segment profit at Scripps Interactive Media reached \$68 million.

By acquiring Shopzilla and uSwitch, Scripps has tapped directly into the rapid growth of Internet search as a preferred marketing and advertising alternative. As consumers increasingly gain confidence as online shoppers, a growing number of merchants and service providers are relying on the efficiency and utility of search engine marketing to sell their products and services.

In our view, it made sense for Scripps to get out in front of this rapidly growing trend.

Scripps Television Station Group



WXYZ-TV is Detroit's clear leader in local news.

In addition to our national networks and Internet search businesses, the company's 2006 consolidated results were favorably affected by the strong return of political advertising revenue at our local TV stations. Scripps TV stations also benefited early in the year from ABC's broadcast of the Super Bowl and NBC's coverage of the Winter Olympics.

Revenue at the Scripps Television Station Group was up 14 percent to \$364 million, directly benefiting from spirited election campaigns, particularly in states such as Michigan, Ohio and Florida, where we have market-leading local TV franchises.

Political advertising for the year reached \$44 million, a record for Scripps stations during an election year — presidential or non-presidential.

Our stations have done an excellent job positioning themselves as preferred forums for political candidates. Much of that success can be attributed to our decision a few elections ago to begin offering free airtime to responsible candidates for public office. As in previous years, our Democracy 2006 initiative proved the right thing to do from both a civic and business perspective.

Segment profit at our TV station group reached \$121 million, up 37 percent.

Scripps Newspapers

At our newspapers, we made progress on many of our top priorities, which included growing advertising share, growing e-media audience and revenue, publishing reader-focused newspapers and growing circulation copies.

Our top newspaper division priority has been to grow our share of advertising business in local markets by beefing up sales staffs, carefully reviewing rates in all of our markets and by introducing new print and online products.

In 2006, our publishers delivered the highest advertising revenue growth in the industry — up 3 percent for the year — despite very difficult market conditions for newspapers.

Empowering consumers online

Compare Prices

Shopzilla and uSwitch, the foundation of the Scripps Interactive Media division, organize volumes of consumer information on products and services, making it easy for shoppers to find what they're searching for at the best prices. Both are premier, online comparison shopping services that efficiently tap the global marketing power and utility of Internet search.



Building on the brand strength of local media franchises



The percentage growth in online revenue at Scripps newspapers led the industry in 2006, as the company focused on its priority to capitalize on the Web's potential as a local media platform. The company has received industry accolades for creating award-winning local Web sites like naplesnews.com at the *Naples (Fla.) Daily News* and knoxnews.com at the *Knoxville (Tenn.) News Sentinel*. Both were honored in January 2007 with top Digital Edge Awards by the Newspaper Association of America.

In addition to award-winning news, weather, traffic and sports, Scripps television stations (six ABC and three NBC) are dependable sources for quality network television programming, like ABC's hit, "Grey's Anatomy."



Newspaper online revenue topped \$34 million during the year, reflecting the rapidly growing number of readers and advertisers who are discovering the value of local news and information on the Internet. During 2006, online advertising revenue grew 51 percent while our online audience grew 48 percent.

During 2006, we developed benchmarks to ensure that our newspapers were focused on readers' needs with the introduction of the Scripps net promoter score. We intend to use this as a valuable long-term gauge of our success at publishing products our readers find most valuable and engaging.

Our daily and Sunday circulation levels were down slightly for the year, but again were down less than our industry peers, reflecting our publishers' focus on the nuts and bolts of sound circulation-building practices such as improved customer service levels, improved collection techniques and more efficient sales programs.

While ad revenues grew, newspaper division segment profit was held back primarily due to lower equity earnings from newspapers operated under joint operating agreements and other partnerships.

Equity earnings from JOA newspapers and other partnerships were \$42 million compared with \$51 million the previous year.

In Denver, Scripps and our partner, MediaNews Group, are nearing completion of a project to consolidate production operations.

When completed, our newspaper, the *Rocky Mountain News*, and MediaNews Group's *Denver Post*, will be printed and distributed more efficiently from a single facility. We

expect the project to save the Denver Newspaper Agency more than \$20 million in annual production costs.

United Media



At United Media we continued to benefit in 2006 from the evergreen popularity of the Peanuts comic strip and characters. United Media generated \$95 million in revenue and contributed \$13 million to segment profit.



The enduring popularity of the Peanuts characters drives licensing and syndication revenue at United Media.

Community and Philanthropy

It's also important to us at Scripps to give back to the communities and audiences we serve.

The annual Scripps National Spelling Bee, which we administer on a not-for-profit basis in partnership with newspapers and other local sponsors from across the globe, promotes literacy and academic excellence.

The high-profile event continues to grow in popularity and will be showcased again in 2007 during a primetime broadcast on the ABC Television Network. The Bee's championship rounds went primetime on ABC in 2006, with great reviews.

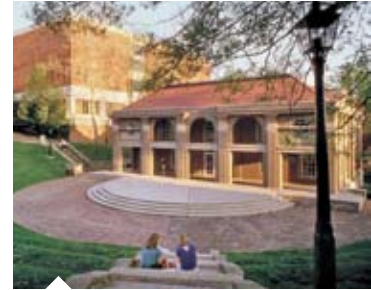
The Scripps Howard Foundation, the philanthropic arm of the company, promotes journalism education and a wide range of philanthropic projects that benefit the communities served by our media businesses. During 2006, the Foundation strengthened its long-term relationship with Ohio University with a \$15 million gift to the school's Scripps College of Communication.

Championing literacy and higher education

The ABC Television Network and ESPN teamed to broadcast the championship rounds of the 2006 Scripps National Spelling Bee on June 1. More than 14 million television viewers were watching ABC in primetime



when 13-year-old Katharine "Kerry" Close was declared champion after correctly spelling the word "ursprache." Television coverage of the competition began earlier that day on ESPN, which has been broadcasting the Bee since 1994. The Scripps National Spelling Bee is the nation's largest and longest running educational promotion.



Building on a philanthropic partnership that began 40 years ago, the Scripps Howard Foundation presented Ohio University's Scripps College of Communication with a \$15 million gift to support a growing curriculum of programs, technological improvements and scholarships. The Foundation's total support for OU since funding its first scholarship in 1966 has grown to \$20 million.

Financial Condition

As Scripps continues to evolve, we're happy to report that the company's financial condition is sound. Our balance sheet is strong and the company is well-positioned for growth.

Debt at the end of 2006 stood at \$766 million, down from \$826 million at the end of 2005, despite funding the uSwitch acquisition during the first quarter of the year. The company's modest level of long-term debt, at about one times segment profit, gives us the flexibility to execute our growth strategy.

Capital expenditures in 2006 were \$105 million.

Looking ahead, our top strategic priority continues to be the expansion of Scripps Networks. We believe investing in the valuable television and interactive brands we've created is a wise use of the company's resources.

With Shopzilla and uSwitch, we'll be capitalizing on

growing consumer acceptance of online shopping and the efficiency of Internet search.

And, we're focused on building industry-leading local media franchises around our daily newspapers and broadcast television stations.

As always, we consider it a privilege to be guiding your company during an era of such great change and opportunity.

Our pledge to you is that the interests of our shareholders and the long-term growth of the company are always central to our capital allocation decisions and the strategic direction we've chosen for the enterprise.

Sincerely,

William R. Burleigh
Chairman

Kenneth W. Lowe
President and Chief Executive Officer

Charles E. Scripps, 1920-2007



It was with great sadness that we bid farewell to Charles E. Scripps, who for more than four decades served as chairman of The E. W. Scripps Company. Mr. Scripps died Feb. 3, 2007, in Naples, Fla., at the age of 87. Mr. Scripps' long tenure as head of the company founded in 1878 by his grandfather, Edward W. Scripps, was marked by dramatic expansion into new businesses and impressive financial growth.

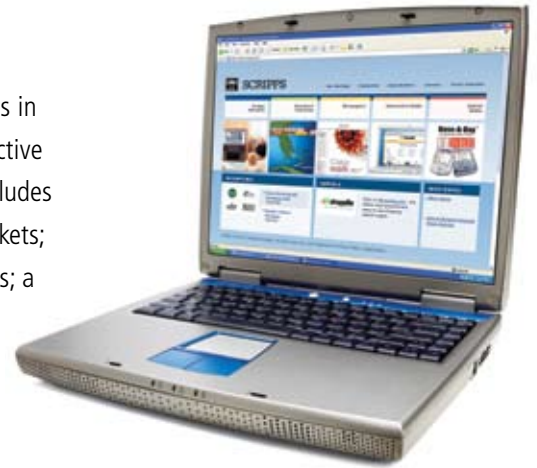
As board chairman from 1953 until 1994, he presided over the company's growth as a newspaper publisher and its entry into other forms of media, including broadcast television, cable TV systems, cable TV networks and the Internet. Simultaneously, he served as trustee of The Edward W. Scripps Trust — controlling shareholder of the company — and was chairman of the Trust from 1948 until 2004.

"To carry the family name is to carry the responsibility for quality and innovation in an ever-changing media environment," Mr. Scripps once said. "The E.W. Scripps Company has survived because it embodies the entrepreneurial spirit of its founding father."

When asked to identify a guiding principle, Mr. Scripps said, "It's simple, really. Just look at the direction you're going and ask: 'Can we be proud of that?'" Looking at the life and many accomplishments of Charles E. Scripps, one finds much of which to be proud.

SCRIPPS AT A GLANCE

The E.W. Scripps Company is a diverse and growing media enterprise with interests in national cable networks, newspaper publishing, broadcast television stations, interactive media, and licensing and syndication. The company's portfolio of media properties includes five national lifestyle television networks; daily and community newspapers in 17 markets; 10 broadcast television stations; two online search and comparison shopping services; a Washington-based news and feature service; and a licensing and syndication business.



SCRIPPS NETWORK

HGTV, America's leader in home and lifestyle programming, is distributed to more than 91 million U.S. households and is one of cable's top-rated networks. HGTV.com is the nation's leading online home and garden destination, drawing an average of four million unique visitors per month. HGTV owns 33 percent of HGTV Canada and provides much of the Canadian network's daily programming. The network's branded programming also can be seen in 25 other countries and its selected programming is available to servicemen and women onboard Navy ships and through American Forces Radio & Television Service (AFRTS) which serves more than 1,000 outlets in over 175 countries.

www.HGTV.com | Knoxville, TN

Food Network is a unique lifestyle network and Web site that strives to be way more than cooking. The network is committed to exploring new and different ways to approach food — through pop culture, competition, adventure and travel — while also expanding its repertoire of technique-based information. Food Network is distributed to more than 91 million U.S. households and 10 million Web site users. With headquarters in New York City and offices in Atlanta, Los Angeles, Chicago, Detroit and Knoxville, Food Network can be seen internationally in Canada, Australia, Korea, Thailand, Singapore, the Philippines, Monaco, Andorra, Africa, France, and the French-speaking territories in the Caribbean and Polynesia.

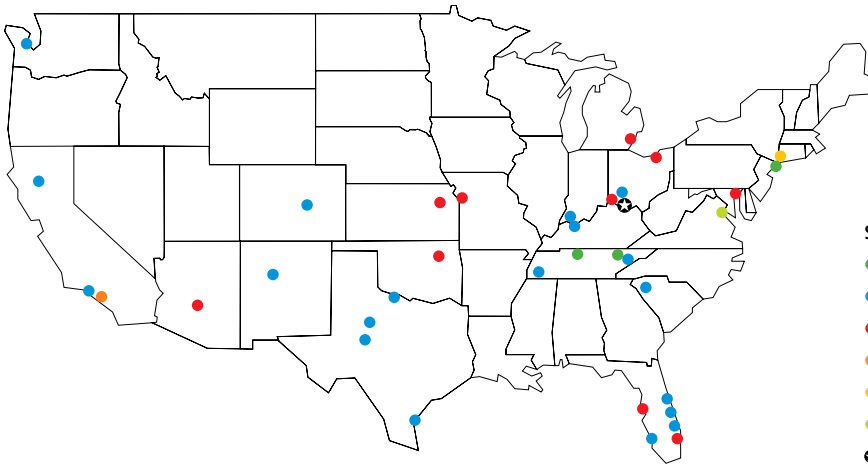
www.FoodNetwork.com | New York, NY

DIY Network is the television source for the best know-how and how-to when it comes to any type of do-it-yourself project. DIY presents 90 percent original programming across a broad range of categories including home building; home improvement; automotive and boating; crafts; gardening; hobbies; living; and woodworking. DIY's Web site, DIYnetwork.com, features step-by-step instructions for all that you see on-air, totaling more than 15,000 projects online. These companion resources instruct millions of people everyday, which is why DIY is one of the fastest growing digital networks — now in more than 43 million homes — and DIYnetwork.com averages 2 million unique visitors per month.

www.DIYnetwork.com | Knoxville, TN

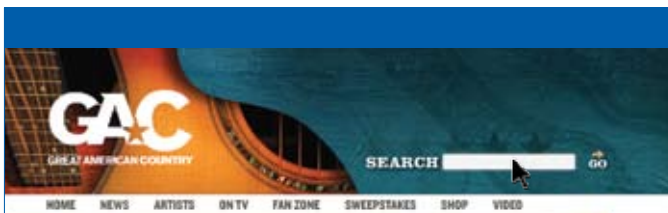
Fine Living TV Network is the first television network dedicated to inspiring and empowering people to find the most rewarding ways to spend their time and money, allowing them to uncover the greatest value from their experiences. Fine Living's programming categories are *Home Living*, where viewers learn how to live comfortably, entertain with confidence and relax at home; *Buyer's Guides*, which reveals the secrets to getting quality products, goods and services at the best price; *Life's Adventures* for those people who aspire to get the most out of life; and *Day Dreaming*, which appeals to those dreaming of luxury, adventure, thrills and escape. Fine Living is distributed to more than 44 million homes and its companion Web site, FineLiving.com, is an award-winning resource that enhances the television experience.

www.FineLiving.com | Knoxville, TN



SCRIPPS MEDIA PROPERTIES

- Scripps Networks
- Newspapers
- Television Station Group
- Interactive Media
- United Media
- Scripps Media Center
- ★ Scripps Corporate Headquarters



Great American Country (GAC) is America's country music source, with its 24-hour, music-intensive format and the latest in country news and events. As the home of the legendary Grand Ole Opry, GAC is best known for its mix of current and past country music hit videos, original programming, special performances and live concerts. GAC, available in 47 million U.S. households, engages its viewers in a unique way, allowing them to pick their favorite videos each week at GACTV.com for the on-air series, *GAC Top 20 Country Countdown*.

www.GACTV.com | Nashville, TN

LICENSING AND SYNDICATION



United Media is one of the largest licensing agencies in the world, representing brands and creative content in the development and management of licensed merchandise and promotional programs. With a presence across the globe, United Media is responsible for building brand equity through product extension for a long list of classic and up-and-coming properties. United Media syndicates 150 features worldwide, including Miss Manners, Cokie and Steven Roberts, Peanuts and Dilbert through United Feature Syndicate and Newspaper Enterprise Association.

www.UnitedMedia.com | New York, NY

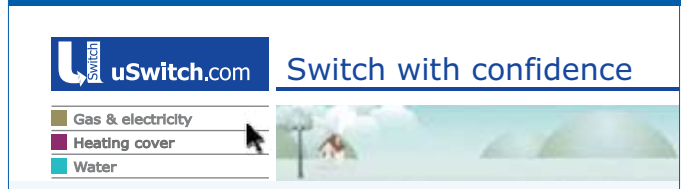
INTERACTIVE MEDIA



Shopzilla is the most powerful and easiest-to-use shopping search site on the Web. With an index of more than 35 million products from more than 88,000 stores, Shopzilla uses ShopRank, a proprietary patent-pending algorithm, to help shoppers instantly find virtually anything on sale from anyone, anywhere on the Web at the best price. Shopzilla also features powerful comparison tools and consumer reviews of stores and products through BizRate, the Web's largest and most trusted consumer feedback network. Shopzilla also operates sites in the United Kingdom, France and Germany.

www.Shopzilla.com | Los Angeles, CA

uSwitch.com



uSwitch.com is a free, impartial online comparison and switching service that helps customers compare prices on a range of services including gas, electricity, home phone, broadband Internet access and personal finance products. Based in the United Kingdom, the aim of the Web site is to help customers take advantage of the best prices and services offered from suppliers. The company has developed a series of calculations that evaluate a number of key factors including price, location, service and payment method, and advises customers on the best deal to suit their needs.

www.uswitch.com | London, England

SCRIPPS AT A GLANCE continued

Scripps operates market-leading local media franchises across the United States. Scripps newspapers reach 1.1 million paid subscribers Monday through Saturday and 1.7 million on Sundays. The company's Television Station Group franchises are concentrated in the top 50 markets and reach 10 percent of the country's television households.

SCRIPPS NEWSPAPERS



DAILY NEWSPAPERS

M = Morning; E = Evening; S = Sunday; Circulation figures: Daily | Sunday

Rocky Mountain News	Denver, CO	www.rockymountainnews.com	M – 256,000	694,000 (S)
The Commercial Appeal	Memphis, TN	www.commercialappeal.com	M – 156,000	204,000 (S)
The Knoxville News Sentinel	Knoxville, TN	www.knoxnews.com	M – 117,000	147,000 (S)
Treasure Coast Newspapers (Includes The Stuart News, Press Journal, The Tribune)	Stuart, FL	www.tcpalm.com	M – 102,000	113,000 (S)
Ventura County Star	Ventura County, CA	www.venturacountystar.com	M – 86,000	99,000 (S)
Evansville Courier & Press	Evansville, IN	www.courierpress.com	M – 66,000	88,000 (S)
Naples Daily News	Naples, FL	www.naplesnews.com	M – 58,000	67,000 (S)
Corpus Christi Caller-Times	Corpus Christi, TX	www.caller.com	M – 52,000	71,000 (S)
Anderson Independent-Mail	Anderson, SC	www.independentmail.com	M – 35,000	40,000 (S)
Record Searchlight	Redding, CA	www.redding.com	M – 34,000	37,000 (S)
Abilene Reporter-News	Abilene, TX	www.reporternews.com	M – 31,000	39,000 (S)
Times Record News	Wichita Falls, TX	www.timesrecordnews.com	M – 30,000	34,000 (S)
Kitsap Sun	Bremerton, WA	www.kitsapsun.com	M – 30,000	33,000 (S)
The Cincinnati Post (Includes The Kentucky Post)	Cincinnati, OH	www.cincypost.com	E – 30,000	
San Angelo Standard-Times	San Angelo, TX	www.sanangelostandardtimes.com	M – 25,000	30,000 (S)
The Albuquerque Tribune	Albuquerque, NM	www.abqtrib.com	E – 11,000	
The Gleaner	Henderson, KY	www.thegleaner.com	M – 10,000	12,000 (S)

COMMUNITY NEWSPAPERS

(Weekly or twice weekly)

Anderson Valley Post	Anderson, CA
Bonita Banner	Bonita Springs, FL
The Courier	Jupiter, FL
Marco Island Eagle	Marco Island, FL
The Sebastian Sun	Sebastian, FL
The Union County Advocate	Morganfield, KY

Based on Audit Bureau of Circulation Publisher's Statements for the six-month period ended Sept. 30, 2006. Florida figures are for 12-month period ended Sept. 30.

Total Sunday circulation includes the Sunday circulation of the jointly published editions of the Rocky Mountain News and The Denver Post.

SCRIPPS TELEVISION STATIONS



ABC Affiliates Market Rank | Share of U.S. households

WXYZ	Detroit, MI	www.wxyz.com	11	1.7%
WFTS	Tampa, FL	www.wfts.com	12	1.6%
KNXV	Phoenix, AZ	www.knxv.com	13	1.5%
WEWS	Cleveland, OH	www.newsnet5.com	17	1.4%
WMAR	Baltimore, MD	www.wmar.com	24	1.0%
WCPO	Cincinnati, OH	www.wcpo.com	33	0.8%

NBC Affiliates

KSHB	Kansas City, MO	www.kshb.com	31	0.8%
WPTV	West Palm Beach, FL	www.wptv.com	38	0.7%
KJRH	Tulsa, OK	www.kjrh.com	62	0.5%

Independent

KMCI	Lawrence, KS	www.kmci.com	31	0.8%
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Market Rank / TV household figures based on Nielsen local market estimates, November 2006.

SCRIPPS MEDIA CENTER

ScrippsNews

NEWS SPORTS LIFE ARTS BUSINESS & TECHNOLOGY OPINIONS

| All Other News | International News | National News | Politics | Washington News | Western News

Scripps Media Center is a bilingual, multimedia company based in Washington, D.C. The Media Center is home to Scripps Howard News Service, one of the nation's largest news services, distributing more than 150 stories, commentary, photos, graphics and political cartoons, and more than 100 multimedia content packages daily to nearly 400 newspapers and Web sites around the world. The news service, celebrating its 90th anniversary in 2007, is the exclusive provider of the best stories and photos from Scripps Networks, including HGTV, Food Network, DIY Network, Fine Living and GAC.

www.ScrippsNews.com | Washington D.C.



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BOARD OF DIRECTORS



William R. Burleigh (71) Chairman of the company since 1999 and Chairman of the Executive Committee since 2000. He joined the board of directors in 1990. He served as President and Chief Executive Officer from 1996 to 2000 and was President and Chief Operating Officer from 1994 to 1996. He was elected Executive Vice President in 1990. Before joining the corporate staff in 1984, he was Editor and President of *The Evansville Press* and Editor of *The Cincinnati Post*. He was named Senior Vice President/Newspapers and Publishing in 1985.



Paul K. Scripps (61) Retired Vice President/Newspapers, The E.W. Scripps Company. Director since 1986.



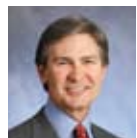
Ronald W. Tysoe (53) Senior Advisor, Perella Weinberg Partners LP. Director since 1996.



Edward W. Scripps (48) Emeritus Trustee, Scripps Howard Foundation. Trustee, The Edward W. Scripps Trust. Director since 1998.



Julie A. Wrigley (58) President and CEO, Wrigley Investments LLC. Director since 1997.



Kenneth W. Lowe (56) President and Chief Executive Officer since October 2000. He was named President and Chief Operating Officer and a Director of the company in January 2000. He previously was Chairman and Chief Executive Officer of the company's Scripps Networks division. He joined Scripps in 1980 and in 1988 was named Vice President/Programming, Promotion and Marketing for the company's network-affiliated television stations before founding HGTV in 1994.



John H. Burlingame (73) Retired Partner, Baker & Hostetler. Director since 1988.



Nackey E. Scagliotti (61) Chairman, Board of Directors, The Union Leader Corp. Trustee, The Edward W. Scripps Trust. Director since 1999.



David A. Galloway (63) Corporate Director; retired President and Chief Executive Officer, Torstar Corp. Director since 2002.



Jarl Mohn (55) Trustee, Mohn Family Trust; retired President & Chief Executive Officer, Liberty Digital Inc. Director since 2002.



Nicholas B. Paumgarten (61) Chairman, Corsair Capital LLC. Director since 1988.



Jeffrey Sagansky (55) Chairman, Allumination Home Entertainment; Chairman, People's Choice Cable TV; Former President, CBS Entertainment; Former Chief Executive Officer, Paxson Communications. Director since 2003.

CORPORATE OFFICERS



Richard A. Boehne (50) Executive Vice President and Chief Operating Officer. He was named Executive Vice President in 1999 and Chief Operating Officer in 2006; served as Vice President/Communications and Investor Relations from 1995 to 1999; joined the corporate staff in 1988 as Manager/Corporate Communications and promoted to Director/Corporate Communications and Investor Relations in 1989. Before moving to headquarters, he was a business reporter and editor at *The Cincinnati Post*.



John F. Lansing (49) Senior Vice President and President, Scripps Networks. He served as Executive Vice President, Scripps Networks, from 2004 to 2005; Senior Vice President/Scripps Television Station Group from 2002 to 2004; Vice President/Scripps Television Station Group from 2001 to 2002; Vice President/General Manager of WEWS-TV, Cleveland, from 1997 to 2001; Vice President/Station Manager of WXYZ-TV, Detroit, from 1995 to 1997; News Director at WBBM-TV, Chicago, from 1993 to 1995; and News Director at WCCO-TV, Minneapolis from 1990 to 1993.



Joseph G. NeCastro (50) Executive Vice President and Chief Financial Officer. He was named Executive Vice president in 2006 and Chief Financial Officer in 2002, when he joined the company. Prior to joining Scripps, he was Chief Financial Officer for Penton Media Inc. in Cleveland. He served from 1995 to 1998 as Chief Financial Officer for The Reader's Digest Association Inc.'s U.S. company and Vice President and Corporate Controller from 1993 to 1995. At *U.S. News & World Report*, he was Vice President and Treasurer from 1990 to 1993, and Director of Finance from 1987 to 1990.



Mark G. Contreras (45) Senior Vice President/Newspapers since 2006. He was named Vice President/Newspaper Operations in 2005. Prior to joining Scripps, he was Senior Vice President of Pulitzer Newspapers Inc. From 1995 to 1999 he served as President and Publisher of *The Times Leader* in Wilkes-Barre, Pa., and from 1989 to 1994 served in circulation and advertising management positions at *The Kansas City Star*. He began his newspaper career in 1988 as Marketing Services Manager for *The Oakland Press* in Pontiac, Mich.



Anatolio B. Cruz III (48) Senior Vice President and General Counsel since 2004. He came to Scripps from BET Holdings Inc., where he was Vice President, Deputy General Counsel and Assistant Secretary, beginning in 1999. He was an attorney practicing in media law and transactions with the law firm of Wiley, Rein & Fielding before joining BET. He is a Captain in the U.S. Navy Reserve.



William B. Peterson (63) Senior Vice President/Scripps Television Station Group since May 2004. He was named Vice President/Station Operations in January 2004. He joined Scripps in 2001 as Vice President/General Manager of WPTV-TV in West Palm Beach, Fla. He was Vice President/General Manager of WRAL-TV, the CBS Network affiliate in Raleigh, N.C., from 1999 to 2001.



Mark S. Hale (48) Senior Vice President/Technology Operations since 2006. He was named Vice President/Technology Operations in 2005. He also serves as Executive Vice President of Operations at the company's Scripps Networks division. He joined Scripps in 1994 as a member of the original management team that oversaw the launch of HGTV. From 1987 to 1994 he held management engineering and operations positions at E! Entertainment Television.



Tim A. Peterman (39) Senior Vice President/Corporate Development since February 2007; served as Senior Vice President/Interactive Media from November 2005 to January 2007. He joined Scripps in 2002 as Vice President/Corporate Development after serving three years at Interactive Corp., first as Chief Financial Officer, Broadcast, and then as Chief Financial Officer, Cable Television. Prior to Interactive Corp. he held senior financial management positions at Sinclair Communications Inc. and Tribune Company.



Jennifer L. Weber (40) Senior Vice President/Human Resources since 2005. She joined Scripps after serving three years as managing partner of the Towers Perrin Human Resources Services office in Cincinnati. She served as Human Resources Consultant for Towers Perrin beginning in 1994 and was named a Towers Perrin Partner in 2001.

Michael E. Carroll (56) Assistant Treasurer

Lori A. Hickok (43) Vice President and Controller

Mary Denise Kuprionis (50) Vice President, Corporate Secretary and Director of Legal Affairs

Mark F. Schuermann (35) Assistant Treasurer

Timothy E. Stautberg (44) Vice President, Communications and Investor Relations

E. John Wolfzorn (61) Vice President and Treasurer

KEY OPERATING MANAGERS

SCRIPPS NETWORKS

Burton Jablin

Executive Vice President

John W. Baird

Executive Vice President
Affiliate Sales and Distribution

James R. Clayton

Executive Vice President,
Chief Financial Officer

Ron H. Feinbaum

Executive Vice President,
Business Development

Robert J. Gerrard, Jr.

Executive Vice President,
General Counsel

Steven J. Gigliotti

Executive Vice President,
Advertising Sales

Mark S. Hale

Executive Vice President,
Operations

Chris Powell

Executive Vice President,
Human Resources

HGTV

Judy Girard

President

Food Network

Brooke Johnson

President

DIY Network and

Fine Living TV Network

Bob Baskerville

President,
Scripps Emerging Networks

Great American Country (GAC)

Ed Hardy

President

SCRIPPS NEWSPAPERS

Abilene (Texas) Reporter-News

George H. Cogswell III

President & Publisher

The Albuquerque Tribune

Phill Casaus

Editor & President

Anderson (S.C.)

Independent-Mail

Frank "Butch" Hughes III

President & Publisher

The Cincinnati Post

Mike Philipps

Editor

Corpus Christi (Texas)

Caller-Times

Patrick J. Birmingham

President & Publisher

Rocky Mountain News, Denver

John R. Temple

Editor, President & Publisher

Evansville (Ind.) Courier & Press

Jack D. Pate

President & Publisher

The Gleaner, Henderson, Ky.

C. Steve Austin

Publisher

The Kitsap Sun,

Bremerton, Wash.

Michael A. Levi

President & Publisher

The Knoxville (Tenn.)

News Sentinel

Bruce R. Hartmann

President & Publisher

The Commercial Appeal,

Memphis

Joseph Pepe

President & Publisher

Naples (Fla.) Daily News

John J. Fish

President & Publisher

Record Searchlight,

Redding, Calif.

Shanna Cannon

President & Publisher

San Angelo (Texas)

Standard-Times

Robert Aguilar

President & Publisher

Scripps Treasure Coast

Newspapers, Stuart, Fla.

Thomas E. Weber Jr.

President & Publisher

Ventura County (Calif.) Star

Timothy J. Gallagher

President & Publisher

Times Record News,

Wichita Falls, Texas

Darrell G. Coleman

President & Publisher

Scripps Media Center

Peter Copeland

Editor & General Manager

SCRIPPS TELEVISION STATION GROUP

KJRH (NBC, Tulsa, Okla.)

Michael Vrabac

Vice President &
General Manager

KNXV (ABC, Phoenix)

Janice Todd

Vice President &
General Manager

KSHB/KMCI (NBC,

Kansas City / Independent,

Lawrence, Kansas)

Craig Allison

Vice President &
General Manager

WCPO (ABC, Cincinnati)

William S. Fee

Vice President &
General Manager

WEWS (ABC, Cleveland)

John Butte

Vice President &
General Manager

WFTS (ABC, Tampa)

Bill Carey

Vice President &
General Manager

WMAR (ABC, Baltimore)

Bill Hooper

Vice President &
General Manager

WPTV (NBC,

West Palm Beach, Fla.)

Brian Lawlor

Vice President &
General Manager

WXYZ (ABC, Detroit)

Grace M. Gilchrist

Vice President &
General Manager

LICENSING AND SYNDICATION

United Media (New York)

Douglas R. Stern

President &
Chief Executive Officer

SCRIPPS

INTERACTIVE MEDIA

Shopzilla (Los Angeles)

William G. Glass

President

uSwitch (London)

Andrew Salmon

Chief Executive Officer

SHAREHOLDER INFORMATION

MARKET PRICES

2006	HIGH	LOW
First Quarter	\$ 50.63	\$ 44.36
Second Quarter	47.43	42.91
Third Quarter	48.02	40.86
Fourth Quarter	51.09	47.34

2005	HIGH	LOW
First Quarter	\$ 49.25	\$ 45.91
Second Quarter	52.91	47.80
Third Quarter	51.19	47.25
Fourth Quarter	50.50	44.85

DIVIDENDS	2006	2005
First Quarter	\$.11	\$.10
Second Quarter	.12	.11
Third Quarter	.12	.11
Fourth Quarter	.12	.11

TOTAL	\$.47	\$.43
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STOCK AND TRADING

SSP The company's Class A common shares are traded on the New York Stock Exchange under the symbol **LISTED** on the New York Stock Exchange under the symbol **NYSE** "SSP." There are approximately 53,000 owners of the Company's Class A Common shares and 19 owners of the Company's Voting Shares, which do not have a public market.

CEO / CFO CERTIFICATION

On June 6, 2006 the Company filed with the New York Stock Exchange its executed Annual Written Affirmation. An exhibit to the Annual Written Affirmation was the Company's annual Section 303A.12(a) CEO Certification.

On March 1, 2007 the Company, in its 2006 Form 10-K, filed a CEO / CFO certification with the Securities and Exchange Commission as required under Section 302 of the Sarbanes-Oxley Act.

FORM 10-K

The E. W. Scripps Company's annual report on Form 10-K, filed with the Securities and Exchange Commission, is available at no charge upon written request to the Company's Office of Investor Relations.

ANNUAL MEETING

The annual meeting of shareholders will be held at The Queen City Club, 331 East Fourth Street, Cincinnati, Ohio, on Thursday, April 26, 2007, at 10 a.m. EDT.

TRANSFER AGENT

(Regular Mail)
Mellon Investor Services
P.O. Box 3315
South Hackensack, NJ 07606-1911
(Registered or Overnight Mail)
Mellon Investor Services
480 Washington Blvd.
Mailroom, 27th Floor
Jersey City, NJ 07310
Telephone: 866.293.4224
Web site address: www.melloninvestor.com

FOR ADDITIONAL INFORMATION

Timothy E. Stautberg
VP, Investor Relations
The E. W. Scripps Company
312 Walnut Street, 28th Floor
P.O. Box 5380
Cincinnati, Ohio 45201
T 513.977.3825
F 513.977.3721

For company information online, the Web address is <http://www.scripps.com> or send e-mail to ir@scripps.com

Committee charters, corporate governance guidelines and the company's code of conduct are on the company Web site and are available in printed format upon request.

THE E.W. SCRIPPS COMPANY MISSION

The E.W. Scripps Company strives for excellence in the products and services we produce and responsible service to the communities in which we operate. Our purpose is to continue to engage in successful, growing enterprises in the fields of information and entertainment.

The company intends to expand, develop and acquire new products and services, and to pursue new market opportunities. Our focus shall be long-term growth for the benefit of shareholders and employees.

P.O. Box 5380 Cincinnati, Ohio 45201 www.scripps.com

