



Scripps Networks Taps Moyer To Guide Expanded International Business

Respected industry veteran will lead Scripps Networks global growth strategies

KNOXVILLE, Tenn. – (December 16, 2008) – Citing international expansion as a key strategy in creating new growth for the company, Scripps Networks has named industry veteran Greg Moyer to the newly-created position of president, Scripps Networks International, effective January 5, 2009. Moyer will guide the global business opportunities for Scripps, the leader in lifestyle media.

“The rise of Asia and other emerging economies offers remarkable opportunities to create culturally-relevant lifestyle networks in many places around the world,” said Scripps Networks President John Lansing. “Greg has a lengthy and impressive track record of launching and growing successful international media businesses. We are confident that under his leadership, Scripps Networks will take advantage of tremendous, untapped promise on the international front.”

Scripps Networks – which owns and operates some of the most popular lifestyle networks on television with HGTV, Food Network, DIY Network and Fine Living Network as well as country music network Great American Country – has successfully syndicated its branded programming to more than 170 countries and on every continent around the globe. Lansing said he believes this move will allow the company to take greater advantage of the new wave of media growth that is occurring today in the international marketplace, where many countries are rebuilding their telecommunications infrastructures to take advantage of technological advancements in digital compression, satellite transponders and telephony.

“We have a window of opportunity driven not only by this media expansion, but also by the millions of people who are rising out of poverty into the middle class every year,” Lansing said. “We already know our categories are relevant and our content is desirable. You see a lot of aspiration in terms of defining home and lifestyle in these emerging markets.”

Moyer, who will report directly to Lansing, concurs.

“Viewers around the world today are experiencing a digital ‘echo boom’ with more channel choices, high-definition services, DVRs and other digital technologies,” Moyer said. “This is creating tremendous possibilities for launching culturally relevant, lifestyle networks in the international marketplace.”

Moyer joins Scripps Networks from Rainbow Media Holdings, the programming arm of Cablevision Systems Corp., where he was general manager of VOOM HD Networks. Outside the U.S., VOOM Global Network reached 36 countries and served over 32 million subscribers.

Before joining Rainbow Media, initially as president of regional programming, Moyer was president, chief editorial and creative officer at Discovery Communications, Inc. While at Discovery, he was a major contributor to developing an exclusive programming partnership with BBC Worldwide. He explored the launch of Discovery Channels in Asia, placed the Discovery brand and programming on Chinese Central Television and developed extensive relationships with major international broadcasters and production entities.

As president of Scripps Networks International, Moyer will serve on the company's Executive Committee and Diversity Committee.

"The timing is right for Scripps to go global and the fit with Scripps is right for me," Moyer said. "The company is respected for having a great corporate culture and being responsive to its audiences. Taking the DNA of Scripps Networks' domestic brands and applying that sensibility to other cultures in a relevant fashion will have enormous global interest."

Greg Moyer holds a Bachelors Degree in Media Studies from Bucknell University. He will be based in Scripps' New York offices.

About Scripps Networks

Scripps Networks, the lifestyle media division of Scripps Networks Interactive (NYSE: SNI), is comprised of the lifestyle television brands HGTV, Food Network, DIY Network, Fine Living Network and country music network Great American Country (GAC). Scripps is the dominant media and marketing company in the home, food and lifestyle categories, developing content for television and the Internet, where on-air programming is complemented with an array of broadband video, social media areas and e-commerce components on companion Web sites that attract more than 18 million unique visitors each month.

In addition, Scripps Networks has launched HGTV and Food Network in high definition and is aggressively developing its emerging media platforms for broadband and video on demand. Scripps Networks also acquired popular recipe Web site Recipezaar.com and [Incando Corp.](http://Incando.com) in order to deepen its user-generated content capabilities. Scripps Networks' brands collectively are available in more than 170 countries and territories on all seven continents. They also are distributed to more than 1,000 outlets on U.S. military bases and U.S. embassies around the world via the American Forces Radio and Television Service.

Headquartered in Knoxville, Tenn., with offices in New York, Los Angeles, Chicago, Detroit, Atlanta, Nashville and San Francisco, Scripps Networks is owned by Scripps Networks Interactive (NYSE:SNI), the leading developer of lifestyle-oriented content for television and the Internet. The company's media portfolio includes: Lifestyle Media, with popular lifestyle television brands HGTV, Food Network, DIY Network, Fine Living Network and country music network Great American Country (GAC); and Interactive Services, including leading online search and comparison shopping services, Shopzilla and uSwitch.