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Scripps Networks Interactive to Launch Food Network HD in Southeast Asia January 1

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CINCINNATI – Scripps Networks Interactive Inc. (NYSE: SNI), which has identified international expansion as one of its key growth strategies, will launch Food Network in Asia on Jan. 1, 2010.

The new Food Network channel, which will be programmed and versioned for specific countries, will be distributed through MEASAT Satellite Systems and Ascent Media. The ad-supported service will be available in high definition (HD).

“Given the remarkable success of the Food Network brand in the United States, it’s natural to bring this popular genre to Asia where food is such an important part of culture and tradition,” said Greg Moyer, president of the company’s international development division, Scripps Networks International. “Food Network is an obvious and logical choice for international distribution given its universal appeal and tremendous brand power. Our objective is to aggregate an engaged and growing audience of passionate ‘foodies’ across the globe.”

Plans for the Asian version of the Food Network include original programming from the regions it will reach, as well as relevant shows that were produced for U.S. audiences.

Scripps Networks Interactive is the majority and controlling owner of the Food Network in the United States. Available in more than 99 million U.S. television households, Food Network has been widely credited for redefining the television food genre and for launching the careers of many of the country’s best-known celebrity chefs. Previously, the company concentrated on syndicating its branded programming internationally. Scripps Networks programming has been successfully syndicated to 170 countries.

This distribution agreement represents a new direction for the company’s international development efforts, which are now focused on identifying distribution and programming partners around the globe and investing in existing or new lifestyle channels. Last month, Scripps announced its first channel carriage outside North America: a joint venture with Chello Zone to launch Food Network in Europe, Africa and the Middle East. To kick off the deal, Food Network premiers in the United Kingdom Nov. 9.

Looking to further capitalize on a growing appetite for food TV, the company recently announced plans to launch the Cooking Channel domestically in third quarter next year. The 24-hour network will cater to avid food lovers by offering food information and instructional cooking programming.

About Scripps Networks Interactive

Scripps Networks Interactive is one of the leading developers of lifestyle-oriented content for television and the Internet, where on-air programming is complemented with online video, social media areas and e-commerce components on companion Web sites and broadband vertical channels. The company's media portfolio includes: Lifestyle Media, with popular lifestyle television and Internet brands HGTV, Food Network, DIY Network, Fine Living Network (FLN) and country music network Great American Country; and Interactive Services, with leading online search and comparison shopping services BizRate and Shopzilla.

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