



## **Fine Living Network Debuts April 1 As Home of Quality Lifestyle Programming Throughout EMEA**

LONDON, March 8, 2010 – **Fine Living Network**, a full-spectrum lifestyle television channel and interactive brand, will debut April 1 across more than 60 countries in Europe, the Middle East and Africa.

The international distribution of Fine Living Network, or **FLN** as it is also known, is the latest product of a joint venture that was created last year between Scripps Networks Interactive, Inc. (NYSE:SNI) and Chellomedia's UK-based business unit Chello Zone, part of Liberty Global, Inc.

As part of a rebranding initiative, FLN will step into the distribution footprint created by Zone Club, a women's lifestyle and entertainment channel that Chello Zone contributed to the joint venture when it was created in November. From the outset, FLN will be seen in 2.6 million households throughout the EMEA region.

FLN's debut follows quickly on the heels of the launch of **Food Network**, the joint venture's first channel launch. Food Network is now distributed to over 10 million homes in the U.K and EMEA.

FLN further enhances Zone Club's lifestyle offering by targeting five content genres – Home, Cuisine, Travel, Style and Wellbeing. The service will draw on premier productions from Scripps Networks, as well as complementary programming from third-party producers.

Along with the television channel, FLN's Web site - **finelivingnetwork.com** - also debuts internationally. The Web site is designed to connect people who are passionate about the lives they lead and the choices they make.

The channel and Web site will showcase some of the world's most exciting designers, chefs, "fashionistas", and lifestyle experts from around the world. From Giada DeLaurentiis, the diva of Italian cooking, to Vern Yip, home designer extraordinaire, to Australian Matt

James, creator of garden delights, FLN offers an enticing mix of entertainment and inspiration.

“Fine Living Network signifies another exciting development sprung from the partnership between Scripps Networks and Chello Zone,” said Greg Moyer, president of Scripps Networks International, the global development arm of Scripps Networks Interactive. “This new channel is sure to become the fun, stylish destination for the best in home, food, and fashion television with a broad range of sophisticated programming that viewers are sure to enjoy.”

Chello Zone is the international broadcast division of Chellomedia, which already offers a portfolio of 14 channels in the factual and lifestyle genres, including Zone Club’s dedicated country-specific feeds in Poland and Hungary that remain unaffected by the launch of FLN elsewhere. Chello Zone has responsibility for FLN’s operations, sales, and distribution across EMEA.

“Fine Living Network is the perfect ‘second act’ following the successful launch of Food Network across EMEA only a few months ago,” said Dermot Shortt, Chief Executive Officer of Chello Zone. “Both services are just beginning their journey to full distribution across the footprint and their destiny as leaders in lifestyle television”.

**\*\*\*ENDS\*\*\***

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**NOTES TO EDITORS**

**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, which is comprised of popular lifestyle television and Internet brands HGTV, Food Network, Travel Channel, DIY Network, the Cooking Channel, and country music network Great American Country; and Interactive Services, with leading online search and comparison shopping services bizrate, Shopzilla and beso.

**About Chello Zone**

Chello Zone is a leading international broadcaster and creator of bespoke thematic television channels across Europe, the Middle East, Africa and Asia. It owns and operates a portfolio of five consolidated channel brands: Zone Reality, Zone Romantica, Zone Club, Fantasy and Extreme Sports Channel. Chello

Zone's channels reach audiences in more than 155 million homes\* across over 100 countries and in 23 languages.

Chello Zone works closely with international programming partners to create and operate joint venture channels, including pre-school children's channel JimJam, with HIT Entertainment, and dedicated food channel Food Network, with Scripps Networks Interactive. Chello Zone has also established a joint venture with CBS Studios International for a portfolio of six UK entertainment channels, including CBS Drama, CBS Action, CBS Reality and Zone Horror.

Showcasing modern classic TV series, insightful documentaries, Hollywood and independent movies, soap operas, sports, real life drama and lifestyle television, Chello Zone's channels offer something for everyone. The linear TV channels are complemented by innovative content commissions and co-productions on mobile, online video, on demand and interactive technologies.

Chello Zone is a business unit of Chellomedia, a leading international media company, and the European content division of Liberty Global, Inc. For more information, visit [www.chellozone.com](http://www.chellozone.com).

\*combined consolidated and joint venture channels