

news release

Fine Living Network Continues EMEA Expansion

May 1 Debut Throughout South Africa on On Digital Media Platform

For immediate release

March 30, 2010

NEW YORK -- Fine Living Network (FLN), a full-spectrum lifestyle television channel and interactive brand, will debut May 1 across South Africa as part of the new On Digital Media (ODM) basic tier.

International distribution of Fine Living Network is the product of a joint venture between Scripps Networks Interactive (NYSE: SNI) and Chellomedia's U.K.-based business unit Chello Zone. The venture has successfully launched the Food Network in the U.K. and across territories in Europe, the Middle East and Africa (EMEA).

In South Africa, On Digital Media will offer households a new commercial satellite subscription service deploying advanced digital technology. The service will stagger the launches of about 20 local and international channels including FLN, in English language, starting May 1. On Digital Media will target households that do not subscribe to pay television, expanding the viewing choices for a larger portion of the population in South Africa.

The launch of FLN in South Africa is in addition to the network's previously announced introduction across more than 60 EMEA countries April 1 as part of a rebranding initiative. FLN will assume part of the distribution footprint of Zone Club, seen in 14 African countries on Nigeria's My TV platform.

"Fine Living Network will become the television destination for the best in home, food and fashion," said Greg Moyer, president of Scripps Networks International, the global development arm of Scripps Networks Interactive. *"The launch of FLN in South Africa and several other countries in the EMEA*

region validates the global appeal of lifestyle television programming.”

“South Africa is a new audience and holds many opportunities for us to reach this, as yet, un-served market. We will continue to expand our footprint throughout new territories in the future,”

Vino Govender, Chief Executive Officer of On Digital Media, said, “With our differentiated multi-channel subscription TV service, including Fine Living Network, we will expand the viewing choices for a larger portion of the population in South Africa. Subscribers will be able to select packages to suit their viewing needs according to their budgets. Market research has confirmed that it will be well received within the South African TV landscape.”

*****ENDS*****

For further press information about Fine Living Network contact:

Elena Kemp / Elena.Kemp@premierpr.com / 020 7292 8331

Jeni Ayling / Jeni.Ayling@premierpr.com / 020 7292 6469

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 U.K. 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.

*combined consolidated and joint venture channels

About On Digital Media (Pty) Ltd

On Digital Media (ODM) is a proudly South African incorporated company with effective BEE shareholding of 68%. The company was awarded an ICASA Pay TV License on 12 September 2007 and issued the license on 9 July 2008. ODM provides multi-channel television subscription services via a direct-to-home service using digital satellite technology to South African audiences based on maximum choice and affordability.