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Scripps Networks Interactive Selects TV Veteran Laureen Ong to Lead Travel Channel

KNOXVILLE, Tenn. (Monday, April 12, 2010) – Laureen Ong, a veteran television executive largely credited for making the National Geographic Channel one of the most successful launches in cable television history, has been named as the new president of Travel Channel.

Ong, 57, was selected for the position by Scripps Networks Interactive (NYSE: SNI) following a nationwide search that was initiated by the company after it acquired Travel Channel last December. Ong will join Travel Channel on April 19.

Travel Channel is one of three fully distributed television networks owned by Scripps Networks Interactive, with more than 96 million household subscribers in the U.S. Scripps Networks Interactive, the leading developer of lifestyle programming for television, the Internet and other mobile outlets, also owns HGTV, Food Network, DIY Network, Great American Country and Fine Living Network, soon to be rebranded as Cooking Channel.

“Laureen has the brand experience and proven track record in developing non-fiction television that will help us build on the recent success that Travel Channel has achieved,” said Kenneth W. Lowe, chairman, president and chief executive officer of Scripps Networks Interactive. “She also has an excellent business acumen that will facilitate expanding the brand into new ventures within the travel category, much like we have done with Food Network and HGTV.”

The announcement comes at a time when Travel Channel is gaining momentum. Last year was Travel Channel’s most successful, with viewing for adults 25-54 at all-time highs in both primetime and total day. The ratings success has continued into 2010, as the February special *Man v Food Live* was the top-rated telecast in the first quarter, setting a ratings record for a Travel Channel live event. The network also has introduced more original series, including *Food Wars*, which premiered on March 9 and delivered the second highest ratings for adults 25-54 of any new series in Travel Channel history.

Ong, who comes to Scripps Networks after serving as chief operating officer of Hong Kong-based STAR GROUP LIMITED for the past three years, said Travel Channel is poised for growth.

“The travel category is broad and expansive, and Travel Channel is the only network dedicated to transporting viewers to new places and exciting experiences all around the world. It serves as a trusted source for people who want to satisfy their curiosities,” Ong said. “The opportunity here lies in building on the strengths of the current business to become the default destination for travelers of every ilk – whether the adventure is for a single day exploring a new town or two weeks traveling the globe.”

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In addition to the selection of Ong to head Travel Channel, Scripps also has named Jonathan Sichel as General Manager of the network. Sichel, formerly senior vice president of commercial affairs and operations at Travel Channel, has served as interim general manager since the acquisition by Scripps. He will work closely with Ong as the pair focuses on building the brand, developing additional programming and talent to increase ratings, and creating new business opportunities for Travel Channel. Sichel, 43, has been with Travel Channel for three years.

“Jonathan has demonstrated tremendous leadership and strategic thinking as we have transitioned the Travel Channel into Scripps Networks,” said John Lansing, president of Scripps Networks, the company’s lifestyle media division. “He is directly connected to the heart and soul of this network and we are looking forward to his continued contributions as an integral part of the management team.”

Ong is one of the pioneers of cable television, with extensive media experience in sales, marketing, programming and management. She got her start in television more than 30 years ago when she helped launch SportsVision in Chicago. Ong most recently oversaw STAR’s media and entertainment operations spanning 55 countries. Before heading up STAR, Ong was founding president of the National Geographic Channel, which reached distribution of 60 million households in just six years and became a ratings success with 11 shows posting a 1.0 or better household rating in her final year there. Ong also oversaw National Geographic’s expansion into online, video-on-demand, and other new media platforms, and spearheaded the launch of the high-definition simulcast of the linear network, now available in more than 50 million homes.

Ong has been recognized by her peers with honors that include Woman of the Year from Women in Cable Television, the Vision Award from the Washington Chapter of Women in Film and Video, designation as a Wonder Woman in recognition of her significant accomplishments in the cable industry, and most recently one of the *Washington Business Journal’s* “Women Who Mean Business.” Ong, acknowledging the roles that others have played in her success, supports mentoring programs and has served on the Board of Advisors of the National Association of Minorities in Cable and the Committee of 100, an association of some of the nation’s most influential Chinese-Americans.

“Laureen is a great fit culturally for Scripps Networks and the Travel Channel,” Lowe said. “She attracts leaders and develops strong teams that ultimately result in high-performing work environments.”

A native of New York City, Ong attended college at Montclair State University earning her bachelor’s degree before gaining a master’s degree from Columbia University.

“One of the keys to my success has been having the opportunity to work in situations that inspire me and fuel my passion,” Ong said. “Being able to combine my passion for travel with a love for building quality high-performing businesses makes coming to Travel Channel extraordinary.”

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Travel Channel (www.travelchannel.com) is a network and Web site that captures the power of travel to inspire and entertain, and satisfies the consumers urge to experience the world. Travel Channel is the world's leading travel media brand, and the network is available in more than 95 million U.S. cable homes, and its Travel Channel HD™ simulcast is distributed to more than 17 million households. The Web site averages more than 2 million unique users monthly, and its mobile content platform, Travel Channel GO™, is a leading provider of quality mobile travel video and on-the-go information. Scripps Networks Interactive is the majority owner, manager and general partner of Travel Channel, headquartered in Chevy Chase, Md., with Cox Communications maintaining a minority ownership position following last year's acquisition.

About Scripps Networks Interactive

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

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