

news release

Scripps Networks Interactive and NDTV end discussions on strategic partnership

For immediate release

May 4, 2010

CINCINNATI – Scripps Networks Interactive Inc. (NYSE: SNI) and NDTV Group have ended discussions that would have established a strategic partnership between the two companies to operate lifestyle television networks in India.

The two companies had announced a definitive agreement on the partnership in November, but were unable to come to terms on specifics of the transaction. Discussions ended on Monday.

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.

About NDTV Group

New Delhi Television Limited (NDTV), founded in 1988, is India's first and largest private producer of news, current affairs and entertainment television. NDTV is home to the country's best known reporters, anchors and producers; 23 offices and studios across the country host India's most modern and sophisticated production and newsgathering facilities. NDTV Networks plc is the holding company for the NDTV Group's entertainment, lifestyle, Internet & mobile operations. For more information, visit www.ndtv.com.

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