



## **Scripps Networks Interactive to Roll Out New TV Everywhere Apps**

**Authenticated consumers will be able to access Scripps programming whenever, wherever they choose**

**NEW YORK –April 23, 2013—** Following through on the promise to make its content available to consumers wherever and whenever they want, Scripps Networks Interactive will begin to roll out a suite of mobile applications and websites this summer designed to give authenticated viewers access to Scripps' popular lifestyle programming on a wider variety of platforms and devices.

The products, scheduled to begin deployment in the second quarter of this year, will be brand-specific and include HGTV, DIY Network, Food Network, Cooking Channel and Travel Channel. The iOS and Android applications, available for download via the App Store<sup>SM</sup> for iPhone and iPad, and Google Play<sup>TM</sup> for Android devices, will be free to consumers, but users must have a pay-tv service subscription to access the next-day content.

"The best way to satisfy consumers' desire is to help them access content beyond the set-top box and deliver it through various industry initiatives such as TV Everywhere," said Henry Ahn, executive vice president, content distribution and marketing. "We are delivering on our core promise to entertain, inform and inspire consumers and provide them a wider range of options for immersive experiences and direct engagement with our popular lifestyle brands."

Agreements are already in place with pay-tv distribution partners reaching approximately 60 percent of U.S. households.

Scripps Networks Interactive (NYSE: SNI) is a leading developer of lifestyle-oriented content for television, the Internet and emerging platforms, where on-air programming complements online video, social media areas and e-commerce components on companion Web sites and broadband vertical channels. The company's lifestyle media portfolio comprises popular lifestyle television and Internet brands HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel and Great American Country. Scripps Networks Interactive is based in Knoxville, Tenn., with offices in New York, Los Angeles, Chicago, Detroit, Dallas, Atlanta, San Francisco, Cincinnati, Nashville, Tenn. and Chevy Chase, Md.

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