





FOOD NETWORK

Food is a constant in our lives, and is one that offers a staggering variety of entertainment possibilities. Now in more than 96 million homes and visited by 8 million web users a month, **Food Network** leverages those possibilities. By continually innovating new ways to expand the scope and definition of its brand, Food Network has become the industry leader in ad-supported food programming, blazing new trails of entertainment, discovering dynamic new talent and generating trust and relevance with viewers. More than the industry's leading food authority, Food Network is an entertainment dynamo, reaching consumers through television, the web and the real world. Best known for innovative programs like *Iron Chef America*, *Ace of Cakes* and *The Next Food Network Star*, and for introducing pop culture stars like Giada De Laurentiis, Rachael Ray and Paula Deen, the network continues to engage its audience with a staggering variety of food-centric entertainment. For more information, Food Network invites advertisers to visit their dedicated business-to-business website, FoodNetworkAdSales.com.

NETWORK PROGRAM FORMAT

Local Avails:	2 minutes per hour
Times:	:18-:19 after the hour 1 minute local break :48-:49 after the hour 1 minute local break
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	96 million <small>Source: Nielsen Media Research, HH Universe Estimate, October 2007</small>
Service Type:	Basic, VOD
Satellite Feed:	Dual
Launch Date:	November 1993
Ownership:	The E.W. Scripps Company

BENEFITS TO ADVERTISERS

1. Food Network ranks #1 in the following two advertiser friendly perception attributes:
 - More likely to buy the products advertised on the network
 - Pay more attention to the commercials on this networkSource: 2007 Beta Brand Identity Study. Top box- % very much describes. Ranked among 54 Broadcast and Cable Networks.
2. Food Network ranks #1 for having hosts/on-air personalities that viewers like and #2 as one of viewers' favorite channels.
 Source: 2007 Beta Brand Identity Study. Top Box- % very much describes. Ranked among 54 Broadcast and Cable Networks.
3. Food Network delivers engaged, ad receptive viewers. Food Network delivered top rankings among 76 broadcast and cable networks, including:
 - #1 for "This network is one of my favorites"
 - #1 for "Watching this network inspires me to buy things"
 - #1 for "I pay full attention to this network when I watch it"
 - #1T for "I am more likely to purchase products advertised on this network"
 - #1T for "I make a point of always trying to watch this network"
 - #2 for "The advertisements on this network helps me make purchase decisions"
 - #2 for "I relate to the people, situations, and content on this network"Source: Simmons Multi-Media Engagement Study: W3 9 Months (4Q06-2Q07). Past 7 Day Viewing; Top 2 Box Data. Base: Adults 18+; Ranked among 76 National, Ad-Supported, English Language, Non-Kids networks.
4. FOODNETWORK.COM averaged 209 million page views during October 07, up 9% over last year's performance. In addition, the site attracted 8.5 million unique visitors, outpacing October 2006 by 11%; making it the highest visited October on record. FOODNETWORK.COM remained the #1 site in the Food & Cooking category based on unique visitors and page views for the 16th consecutive month.
 Source: Nielsen NetRatings, October 07 vs. October 06, Home and Work Panel
5. Food Network viewers are deeply involved in all aspects of cooking and food...
 - More than half, 55% cook for themselves at least 4+ times a week.
 - Convenience is important too, once a week or more nearly two-thirds order take-out/prepared foods (61%) and/or go out to eat (65%).
 - At least once a month, more than half entertain guests at home (56%) and/or bring food to other people's homes (55%).
 - Over the course of a year, 70% of Food viewers plan food related travel.Source: Food Network Cross Platform Study - August 2007



FOOD NETWORK

RESEARCH

VIEWER TARGETED

Persons: 18-49, 25-54

Women: 18-49, 25-54

VIEWER PROFILE

Household Income \$75K+	Total Day	Prime Time	Weekend
Adults 25-54			
% Composition	40%	44%	42%
Rank	#5	#6T	#5
Women 25-54			
% Composition	39%	42%	41%
Rank	#7	#7T	#5
Working Women 25-54			
% Composition	43%	47%	43%
Rank	#3T	#4T	#6

Source: Nielsen via MarketBreaks, 06-07 Season (9/25/06-9/30/07); Audience Composition Base: A25-54, W25-54, WW25-54; Total Day: M-Su 6A-6A; Prime Time: M-Su 8P-11P; Weekend: Sa-Su 6A-8P; Ranked among 54 networks with 60+ million subscribers. Standard minimums applied.

VIEWER LIFESTYLE

Indexed to Total U.S.

	A25-54			A25-54	
	Food Viewers			Food Viewers	
<u>Financial/Past 12 months</u>	<u>Index</u>	<u>Rank</u>	<u>Retail Expenditures-Purchased Past 12 Months</u>	<u>Index</u>	<u>Rank</u>
Used money management counsel	122	#4	Sunglasses - \$100+	143	#6T
Conducted 20+ investment transactions	121	#10	Costume jewelry-\$200+	142	#2
<u>Travel</u>			Clothing expenditures-\$1,000+	125	#4
Spent \$6,000+ on foreign vacations	119	#9	Fine jewelry-\$1,500+	120	#12
Spent \$5,000+ on domestic vacations	130	#6	<u>Electronics</u>		
Taken 2+ Cruises	146	#3T	Connect to internet at home via broadband or high speed connection	122	#6T
Used travel agent/internet travel site for domestic hotel reservations	122	#9T	Spent \$3,000+ on computer system	121	#10T
Used travel agent/internet travel site for foreign hotel reservations	121	#10T	LCD television-purchased past 12 months	118	#17
<u>Automotive-Net Any Vehicle</u>			MP3 player-purchased past 12 months	116	#13T
Spent \$40,000+ on automobile	125	#3	<u>Kitchen Durables & Cooking/Serving Products</u>		
Domestic vehicle bought new	116	#12T	<u>Purchased Past 12 Months</u>		
Imported vehicle bought new	120	#7T	Built-in electric range	143	#2
Automobile bought new decision maker	117	#8T	Barbecue equipment	128	#10
<u>Leisure Activities-Engage In</u>			Non-stick metal bakeware/ovenware	127	#8
Cooking for fun	138	#1	Gas grill	121	#7
Baking	137	#2	Ceramic coated cookware	121	#4T
Dining out	114	#5T	Automatic dishwasher	120	#8T
			Aluminum/metal cookware	115	#5T

Source: MRI Doublebase 2007; Base: A25-54; Ranked among 69 cable networks.

DAYPART VIEWING

Daypart	Percent Composition			
	A25-54	W25-54	A18-49	W18-49
Total Day	52%	35%	49%	33%
Prime Time	55%	34%	50%	31%
Weekend	52%	37%	47%	32%

Source: Nielsen via StarTrak, 06-07 Season (9/25/06-9/30/07); Total Day: M-F 9:30A-5A & Sa-Su 7A-4A; Prime Time: M-Su 8P-11P; Weekend: Sa-Su 7A-8P; Audience Composition Base: Adults 18+



FOOD NETWORK

PROGRAMMING

PROGRAMMING GENRES: Food and food-related entertainment

VIEWER TARGETED PROGRAMMING

Please contact Scripps Networks representative for this information.

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Down Home With the Neelys - Along the river bluffs of Memphis, you can almost imagine the ghost of Elvis lining up for a devilishly delicious meal at the home of Tennessee's top BBQ restauranters, Pat and Gina Neely. Now that's a meal worth coming back for!

Jamie At Home - Jamie Oliver, aka *The Naked Chef*, returns to Food Network doing what he does best—cooking at home with fruits and vegetables selected fresh from his own backyard garden.

Rescue Chef - Your pasta is sticky, your steaks are dry and your family flees every time you set a casserole on the table. Never fear! *Rescue Chef* Danny Boome is criss-crossing America to deliver culinary solutions to one of our lucky viewers.

Ultimate Recipe Showdown - Designed to promote the best amateur recipes in the country, this high-energy series challenges America's greatest home cooks to prepare three original recipes in front of a live audience in Las Vegas.

RETURNING SERIES:

Ace of Cakes - Sporting his signature goatee and armed with a blowtorch, Duff Goldman seems out of place in a kitchen. Until you see him cook. Operating on the outlaw fringe of the culinary world, Duff has combined his skills as a sculptor and welder to become the country's most sought-after decorative baker.

Diners, Drive-Ins & Dives - Host Guy Fieri travels across America to see why classic "greasy spoons" are thriving again. From a roadside shack in Texas to a Vegas sports bar, these are the eateries that make our nation great.

Dinner: Impossible - Combine MacGyver with Julia Childs and get Robert Irvine, former chef to the Royal Family and host of *Dinner: Impossible*. Each week, we throw Robert a culinary curveball, from dinner for 150 aboard a luxury train to an authentic 18th century feast. Will he succeed? Or self-destruct?

Good Eats - The irrepressible Alton Brown serves pop culture with comedy in this quirky revelation of culinary customs and ingredient origins. In each episode, Alton mixes cooking with science to dish out food in its finest—and funniest—forms.

The Next Food Network Star - Once again, the good, the bad and the inedible are profiled as we reduce thousands of wannabes to just eight gifted finalists who vie for their own Food Network series.

Paula's Party - Paula Deen brings all the fun of *Paula's Home Cooking* to a new audience in her primetime hit, *Paula's Party*. Set on a scenic riverbank in Savannah, GA, it's a non-stop rollercoaster of food, fun, stories, recipes and surprises.

Rachael Ray's 30 Minute Meals - Armed with ingredients found in any supermarket—and a personality as bubbly as a warm stew—the vivacious Rachael Ray shows viewers how to make cooking one of life's simplest pleasures.

Simply Delizioso - Ingrid Hoffmann gives every dish a Latin twist in her practical approach to cooking. Shot in colorful Miami Beach, each episode features lively menus and clever tips for giving bold Latin accents to American favorites.

Throwdown with Bobby Flay - In each episode of his hit series, popular Food Network personality Bobby Flay throws down his oven mitt to an unsuspecting subject, cooking their specialty on their turf and treating viewers to a culinary "OK Corral."



FOOD NETWORK

LEADING NATIONAL ADVERTISERS

Food Network attracts a host of top advertisers, including many first-time advertisers to cable television.

Appliances
Autos
Credit Cards
Entertainment

Financial
Health
Insurance
Packaged Goods

Retail
Tech/Communications
Travel

NETWORK CONTACTS

Corporate Office - Food Network Headquarters

75 9th Avenue
New York, NY 10011
P:(212) 398-8836
F:(212) 736-7716

Brooke Johnson
President

Bob Tuschman
SVP, Prime Time Programming

Affiliate Ad Sales
Janice Brandon
SVP, Affiliate Ad Sales
P:(865) 560-4047

Sergei Kuharsky
General Manager/Senior Vice President

Karen Grinthal
SVP, Advertising Sales

Press Relations Contacts
Carrie Welch
VP, Public Relations
P:(212) 401-2420

Kelli Stich Mills
Feren Comm
P:(212) 983-9898

WEBSITE INFORMATION

Consumer Website: www.foodnetwork.com
Affiliate Website: www.affiliate.scripsnetworks.com
National Ad Sales Website: www.foodnetworkadsales.com