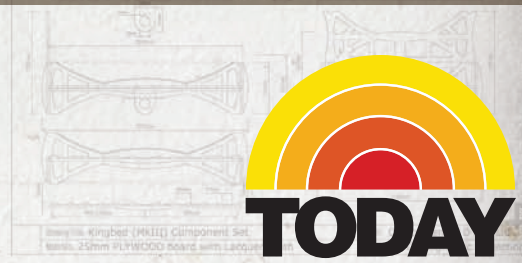




**AMERICA'S MOST
Desperate
LANDSCAPE**



DIY Network is teaming up with NBC's *Today* to look for *America's Most Desperate Landscape*! Is your house the embarrassment on the block? Are you keeping down the real estate values in the neighborhood? From March 16-May 4, 2009, log on to DIYnetwork.com and upload your photos or video showing us your desperate landscape. Tell us how your neighbors are horrified by your home's façade. Then, if you are chosen as *America's Most Desperate Landscape*, Jason Cameron will bring his *Desperate Landscapes* TV crew to your house. Your friends and family can be TV stars for a day, and your landscape will become the envy of all your neighbors!

TIMELINE

March 16 – May 4: Applicants can go to DIYnetwork.com to upload their videos and photos of their most desperate landscape.

APPEARANCES

March 30: Jason Cameron, expert host of DIY Network's *Desperate Landscapes*, will appear on *Today* for a segment about staycating in your very own backyard. An announcement will also be made that DIY Network and *Today* are teaming up to find *America's Most Desperate Landscape*.

April 29: Jason Cameron will appear on *Today* for a spring segment on fixing problem yards and to remind viewers about their last chance to enter *America's Most Desperate Landscape* search.

May 21: Four finalists will appear live on *Today* and will compete on the plaza in various landscaping challenges, such as an unrolling sod race, a leaf blower & watering game, and a lawnmower race. The winner will be announced live.

June 15: Jason Cameron and *Today* join the winner of *America's Most Desperate Landscape* search from the winner's house to show off the new and improved landscape. During the live *Today* remote, viewers will see before-and-after footage of the renovation and interviews with the winner and Jason Cameron.

DIY NETWORK'S PROGRAMMING SCHEDULE – DESPERATE LANDSCAPES

**Weeknights at 8 p.m. ET
Thursdays at 10 p.m. ET**

MEDIA CONTACTS:

DIY Network (Knoxville Headquarters):

Brandii Toby, btoby@diynetwork.com or 865.560.4280
Ross Babbit, rbabbit@diynetwork.com or 865.560.3307

FerenComm (DIY Network's New York PR Agency):

Lindsay Gallagher, lindsayg@ferencomm.com or 212.983.9898

