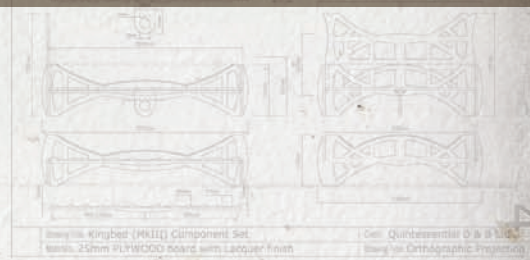


diy **BLOG** **CABIN**



SHOW DESCRIPTION:

DIY Network's *Blog Cabin* is a groundbreaking multimedia experience based on a very simple idea: You Design It, We Built It, You Could Win It! This truly interactive series asks Internet users to vote on the design features for a vacation home. Then our team of home improvement experts builds the cabin according to the specifications chosen by our viewers. Beginning in August, you can watch every step of the process on TV while our experts keep the world updated online with super-informative behind-the-scenes blogs. Once completed, the cabin is given away to a lucky sweepstakes winner.

EXPERT HOST:

Amy Matthews, Licensed Contractor

SEASON 3 PREMIERE:

Thursday, August 20, 2009, at 9 p.m. ET

TIME SLOT:

Thursdays at 9 p.m. ET

SERIES DEBUT:

August 16, 2007

ONLINE VOTING:

January – February 2009

ONLINE:

<http://www.diynetwork.com/blogcabin>

PRODUCTION SCHEDULE:

March – August 2009

SWEEPSTAKES:

Friday, August 14 – Friday, October 2, 2009

WINNER ANNOUNCEMENT:

November 2009

PROGRAM TYPE:

Half-Hour Interactive Home Building Series

BUILDING PARTNERS:

Greenstone Builders

BUILDING SITE:

A mountain property in The Preserve at Little Pine in Asheville, North Carolina

ABOUT DIY NETWORK

From the makers of HGTV and Food Network, DIY Network is the go-to destination for rip-up, knock-out home improvement television. DIY Network's programs and experts answer the most sought-after questions and offer creative projects for do-it-yourself enthusiasts. One of the fastest growing digital networks and currently in 50 million homes, DIY Network's programming covers a broad range of categories, including home improvement and landscaping. The network's award-winning Web site, www.diynetwork.com, is a leader in the Nielsen/NetRatings' Home and Garden category. The site features broadband video channels including home improvement, crafts, automotive, gardening, and woodworking along with step-by-step instructions totaling more than 20,000 projects online.

MEDIA CONTACTS:

DIY Network (Knoxville Headquarters):

Rob Link, rlink@diynetwork.com or 865.560.4680
Brandii Toby, btoby@diynetwork.com or 865.560.4280

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

Lindsay Gallagher, lindsayg@ferencomm.com or 212.983.9898
Gina Owens, ginao@ferencomm.com or 215.603.9606



diy
network
diynetwork.com/tv