

COOL TOOLS

SEARCH FOR AMERICA'S COOLEST TOOL COOL TOOLS INVENTOR'S CHALLENGE

SHOW DESCRIPTION:

The search for America's coolest tool is here – officially! Are you a cool-tool inventor? Have you created a cool tool of your own? Have a great idea for how to make an existing tool even better? If you've come up with a gizmo, gadget or a twist on an existing tool that you would like to be featured on *Cool Tools*, show us! Upload your videos online at www.diynetwork.com/cooltools and be sure to tell us about your invention and yourself! If it's clever enough, it might be picked to be on a future episode of *Cool Tools* – and you win \$10,000!

TIMELINE

November 17, 2008 – June 8, 2009: Applicants can go to DIYnetwork.com to upload their videos of their most original cool-tool inventions.

Monday, June 29, 2009: The Grand Prize winner will be selected to win a \$10,000 cash prize and an appearance in a future episode of *Cool Tools*.

DIY NETWORK'S PROGRAMMING SCHEDULE- COOL TOOLS- 2Q09

Sundays at 5 p.m. and 5:30 p.m. ET

ONLINE: <http://www.diynetwork.com/cooltools>

WHERE TO WATCH: DIY Network is available nationwide on DirecTV (Ch. 230); DISH Network (Ch. 111); and via local cable providers. Check local cable listings or visit www.diynetwork.com/tv.

DISTRIBUTION Heading into April 2009, DIY Network has surpassed 50 million subscriber households. DIY Network has distribution within top markets, including New York City and Los Angeles, and can be seen internationally in 41 territories.

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:

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