

# ABOUT DIY NETWORK

DIY Network, from the makers of HGTV and Food 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 more than 53 million homes, DIY Network's programming covers a broad range of categories, including home improvement and landscaping.

**EXPERT ATTENTION:** The experts on DIY Network equip consumers with accurate how-to project instruction for their homes and landscapes. Whether hosting their shows, blogging on [www. DIYNetwork.com](http://www.DIYNetwork.com) or appearing live on national media outlets, our hosts are real experts who know their trade.

**LAUNCH DATE:** September 30, 1999

**PROGRAMMING:** Home Improvement and Landscaping

**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](http://www.diynetwork.com/tv).

**DISTRIBUTION:** DIY Network is in more than 53 million subscriber households, has distribution within top markets, including New York City and Los Angeles, and is available via the American Forces Radio & Television Services (ARFTS). DIY Network launched in Canada in 2009 and its programming is available internationally in 10 territories.

**EXECUTIVES:**

- Andy Singer, SVP/General Manager
- Ross Babbit, SVP, Programming & Partnerships
- Shannon Driver, VP, Consumer Marketing
- Peter Moore, VP, Creative Services
- Julie Taylor, VP, Program Planning

**WEBSITE:** The network's award-winning website, [www.DIYNetwork.com](http://www.DIYNetwork.com), is a leader in the Nielsen Online Home and Garden category and features multiple resources, including thousands of do-it-yourself home improvement projects, expert advice, how-to videos and images, and user-friendly reference guides with step-by-step instructions.

**PARENT COMPANY:** Scripps Networks Interactive is one of the leading developers of lifestyle-oriented content for television and the Internet, where on-air programming is complemented with online video, social media areas and e-commerce components on companion websites and broadband vertical channels. The company's media portfolio includes Lifestyle Media, which is comprised of popular lifestyle television and Internet brands HGTV, Food Network, Travel Channel, DIY Network, country music network Great American Country, and the Cooking Channel; and Interactive Services, with leading online search and comparison shopping services BizRate, beso and Shopzilla.

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