

Facts & Figures

January 15, 2010



- ✂ DIY surpassed the 53 million subscriber benchmark! The network is receivable in 53,513,000 U.S. households as of January 2011, up 343,000 from January 2010.¹
- ✂ December's top programs included *I Hate My Kitchen*, *10 Grand In Your Hand*, *Disaster House*, *House Crashers*, *This New House*, *Sweat Equity*, *Bath Crashers*, *Cool Tools*, *Rehab Addict*, *Renovation Realities*.²
- ✂ Look for these new programs coming soon:

New Series / Specials

10 Best Space Saving Solutions premieres 1/3-1/7 at 4p

If you're one of the nine out of 10 people in this country who complain they don't have enough space in their homes, DIY Network's 10 Best Space Saving Solutions is for you. In five half-hour specials, DIY Network offers tips on how to solve storage management problems by taking better advantage of your existing space.

Esquire's Ultimate Bachelor Pad premieres 1/6 at 10p

DIY Network joins forces with Esquire Magazine to document the making of Esquire's 2010 Ultimate Bachelor Pad in the Hollywood Hills. This unique project brings together some of the biggest designers in Los Angeles to transform a six-bedroom family home with great bones and a killer view into the state-of-the-art bachelor pad - complete with recording studio, stunning living spaces, and a media room designed and built by host Amy Matthews and her team. DIY's one-hour special will give viewers an inside look at what it takes to create an Esquire Home: from demolition to construction to design - including a look back at the incredible Esquire homes of the past. Every twist and turn in construction will result in a stunning home that is the ultimate in every way, and will wrap with the star-studded 2010 Esquire Home Opening Party!

Dream House (Log Cabin) premieres 1/9 at 8p

Newlyweds Fred and Natasha Ruckel have a cramped apartment on Manhattan's Upper East Side, but they're building a log cabin in New York's Catskill Mountains. It sounds romantic, but construction problems and an ambitious schedule threaten the construction of their dream house.

Marriage Under Construction premieres 1/15 at 8p

Marriage Under Construction follows all the stress and drama as newlyweds purchase, renovate and decorate their first home. It's more than just a home renovation - it's a personal, physical, and mental journey to building a relationship and a home, one nail at a time.

Mega Dens premieres 1/17 at 10p

In each episode of Mega Dens host and interior designer Anitra Mecadon creates over-the-top rec-room sanctuaries while giving you the skills to renovate your own family space. These unbelievable room renovations feature incredible home theaters, innovative gaming areas, clever storage solutions and more. Anitra's rock-and-roll approach to design transforms these rooms beyond the homeowners' wildest imaginations.

Worst Kitchen in America premieres 1/18 at 9p

Across the country, home cooks whose kitchens are cramping their style entered to win a complete kitchen overhaul. This one-hour special features the lucky winner's transformation from Worst Kitchen in America to the ultimate chef's kitchen. Hosted by licensed contractor Matt Blashaw, this special documents a unique and specially tailored kitchen renovation courtesy of DIY Network's home improvement experts and Food Network Magazine.

NFL: Man Caves premieres 1/21 at 8p

DIY Network's Man Caves has constructed incredible guy spaces for multi-platinum selling artist Snoop Dogg, Emmy-nominated actor Rainn Wilson and sports broadcasting legend Dan Patrick. Now it's time for our biggest show yet. We're joining forces with NFL Network on a nationwide search to find a super fan that eats, sleeps and breathes NFL Network. This lucky winner won't believe his eyes as Jason Cameron, Tony Siragusa and NFL Network's Solomon Wilcotts put together the ultimate football command center. A wall of TVs, pigskin bar and pool table are just the beginning. With the touch of a button, a platform with stadium seating swivels and a movable wall slides to reveal a state of the art projection area and a hall of fame wall complete with memorabilia from his favorite team. Get ready for kick-off because Sundays will never be the same!

New Episodes:

Ask This Old House, premieres Tuesday and Thursday at 8p

Bathtastic!, Tuesdays at 10p

House Crashers, Mondays at 9:30p

Rehab Addict, Thursdays at 10p

Man Caves, Friday 1/28 at 8:30p

- ✂ DIY 1,642 viewer inquiries by email, phone and mail in December 2010, satisfying viewers' need for information.³
- ✂ DIY's online newsletter has 1 million subscribers as of December 2010.³
- ✂ International DIY Network launches include DIY Network Canada. Additionally, DIY programming has been licensed for airing in 6 countries and territories. Selected DIY programming is also available to service personnel through American Forces Radio & Television Services (AFRTS).

¹ Nielsen Media Research, January 2011 vs January 2010.

² Nielsen Media Research, based on time period data, December Broadcast Month.

³ Scripps Networks Customer Service Center.