

KEVIN CHORLINS

VICE PRESIDENT OF MARKETING



Kevin Chorlins manages the creation and the strategy of DIY Network's consumer and partnership marketing. As vice president of marketing, he directs the network's branding initiatives, extensions, and marketing campaigns, such as the *Dirtiest Network on Television* and *Crash Across America*. He also supervises key partnerships with national media entities, including MLB Network and Hearst Magazines. Chorlins oversees DIY Network's brand messaging and off-channel creative campaigns across multiple platforms with the goal of increasing tune-in and consumer awareness.

Chorlins also drives the consumer launch of the network's key programming initiatives, playing a pivotal role in DIY Network's partnership with NBC's *TODAY* in the *Search for America's Most Desperate Landscape*. He also contributes to the award-winning promotional efforts for the *Blog Cabin* and *Celebrity Rides* franchises. Chorlins joined DIY Network in May 2007 as the director of consumer marketing.

Chorlins has more than 12 years of experience in marketing and advertising through various roles he's held in the entertainment industry and launched his career in theatrical film marketing in Los Angeles. He then worked in creative agencies before making his way to Scripps Networks.

He is a member of the national and Georgia chapters of Cable & Telecommunications Association for Marketing (CTAM) and of The LA Office, a brand-and-entertainment partnership organization. He is also a member of PromaxBDA, an association for marketing, promotion and design professionals within the entertainment/ information industry.

Chorlins is a University of Missouri graduate with a bachelor's degree in English. He will receive his M.B.A. from the University of Tennessee in December 2010 and resides in Knoxville, Tenn.

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. The network's award-winning Web site, 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.

