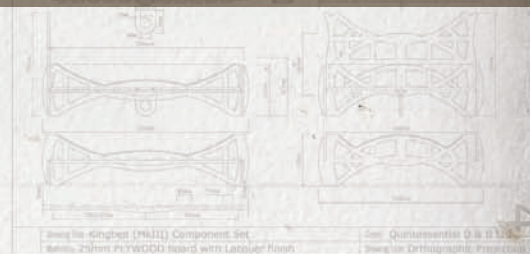


diy SWEAT equity CHALLENGE



SHOW DESCRIPTION:

Let us show you how to turn your home improvement projects into cash with DIY Network's *Sweat Equity Challenge*. Watch *Sweat Equity* every night at 8:30 p.m. ET and learn which projects will help you build equity in your home. Then, log on to DIYnetwork.com to answer a question about the show for your chance to win a \$1,000 The Home Depot® gift card. There's a winner every day! Five weekly drawings will be held for a \$10,000 The Home Depot® gift card and one lucky viewer will win the grand prize of \$100,000 in cash! How's that for equity?

Watch DIY Network on Saturday, May 31 and Sunday, June 1, from 10 a.m. to 7 p.m. ET for a marathon of back-to-back episodes of *Sweat Equity* and we'll show you what \$1 million worth of do-it-yourself projects looks like and how you can build big equity in your home too!

EXPERT HOST:

Amy Matthews, Licensed Contractor

TIME SLOT:

Every night at 8:30 p.m. ET

SERIES DEBUT:

Tuesday, June 12, 2007

MARATHON:

Saturday, April 25, and Sunday, April 26, from 10 a.m. to 7 p.m. ET

PROGRAM TYPE:

Half-Hour Series

ONLINE:

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

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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