



## UBS Global Media & Communications Conference

December 10, 2008



## Safe Harbor

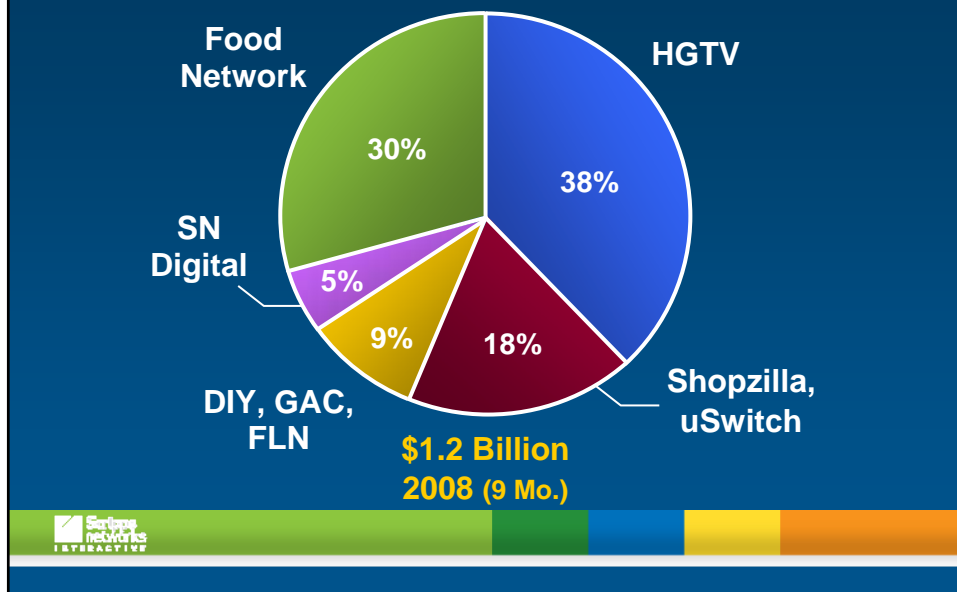
These slides contain certain forward-looking statements related to the company's businesses that are based on management's current expectations. Forward-looking statements are subject to certain risks, trends and uncertainties, including changes in advertising demand and other economic conditions that could cause actual results to differ materially from the expectations expressed in forward-looking statements. All forward-looking statements should be evaluated with the understanding of their inherent uncertainty. The company's written policy on forward-looking statements can be found on page 23 of our Form 10 information statement that was filed June 11, 2008, with the Securities and Exchange Commission, and on page F-15 of our most recent Form 10Q. We undertake no obligation to publicly update any forward-looking statements to reflect events or circumstances after the date the statement is made.



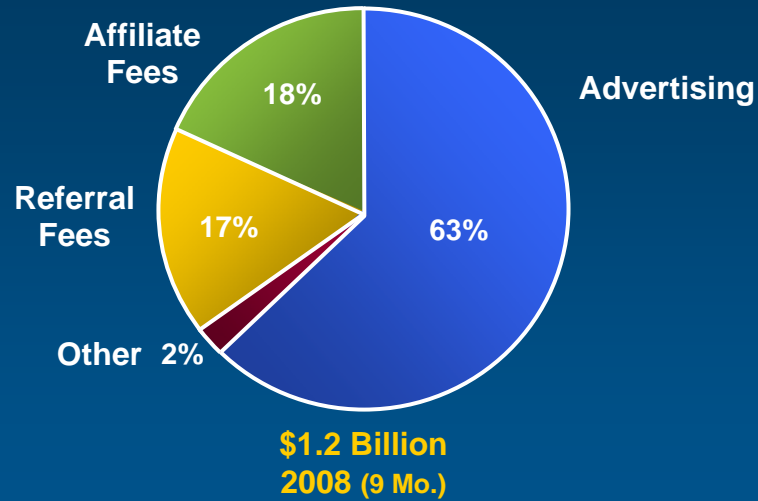
## Where Lifestyle Media and Interactivity Meet



## Revenue Profile by Brand

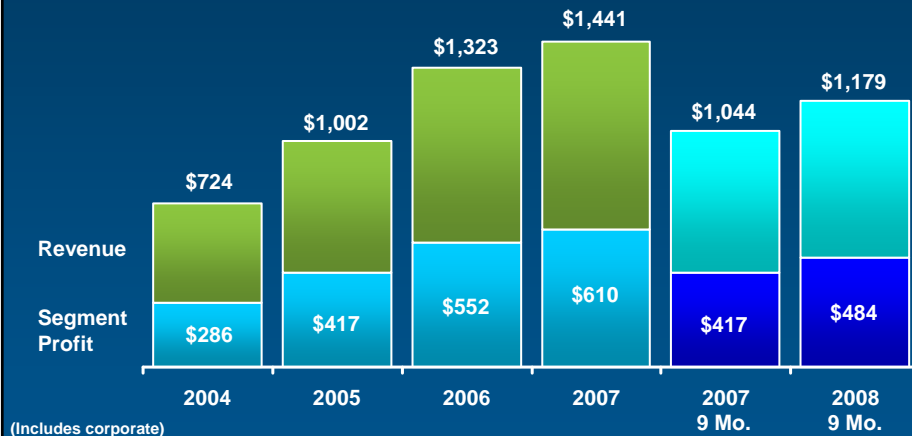


## Revenue by Source



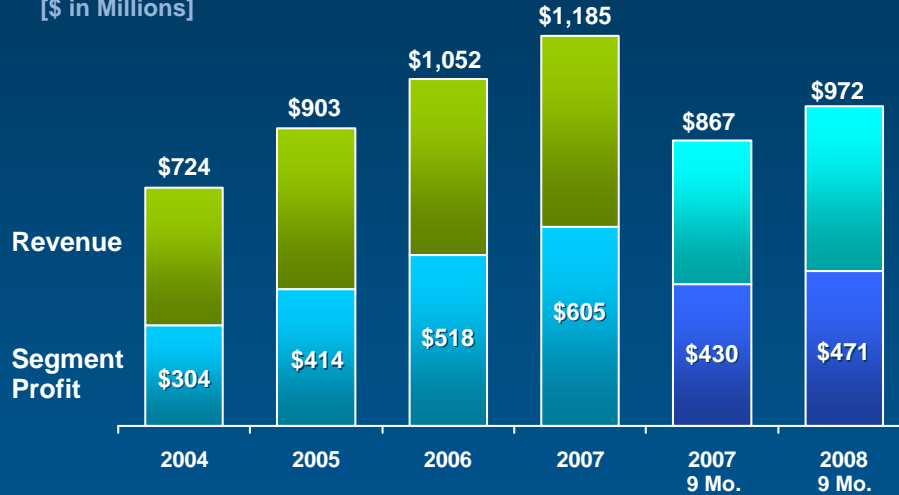
## Consistent Consolidated Growth

[\$ in Millions]



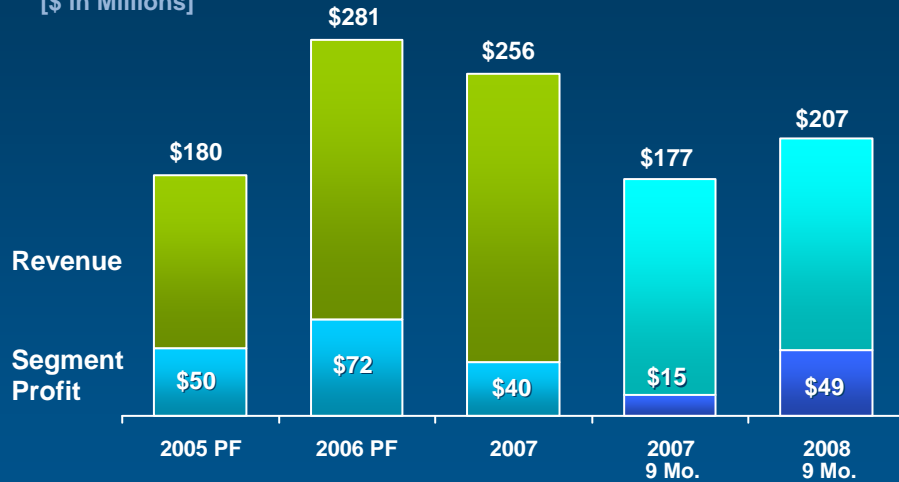
## Strong Growth at Lifestyle Media

[\$ in Millions]



## Solid Rebound at Interactive Services

[\$ in Millions]





## HGTV 2008 Accomplishments

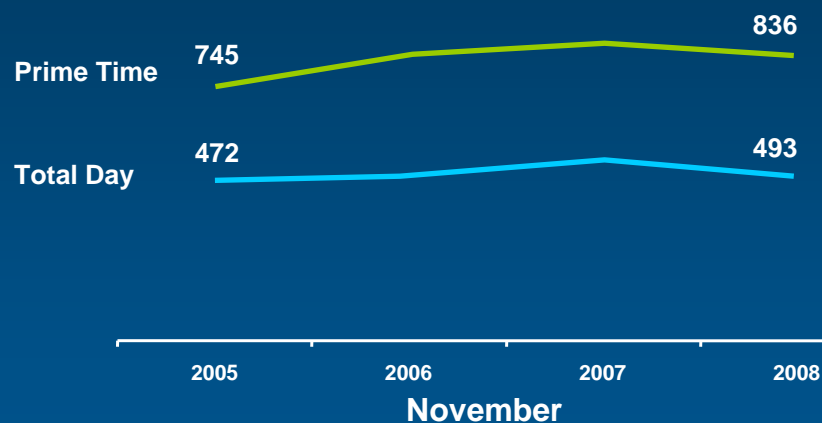
- Record viewership, ratings first half of the year
- Appealing to growing number of younger viewers, men
- Added successful new event – HGTV Showdown
- Raised profile of talent experts



Scripps  
networks  
INTERACTIVE

## HGTV Delivering an Engaged Audience

[Households in Thousands]



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networks  
INTERACTIVE

## HGTV Coming Out Swinging in Q1 2009

### *300 Hours of Original New Programming*

- 6 new series in prime-time
- 2 new weekend launches
- 10 premier specials
- All new episodes of favorites
  - House Hunters, House Hunters International
  - Property Virgins
  - My First Place



## Relevant New Property and Design Shows

- Directly addressing state of the economy and real estate woes
- Focusing on solutions, getting the most for your money
- Highlighting emotional investment in the home





## Successful Events

**HGTV  
SHOWDOWN**



**HGTV  
DREAMHOME  
Giveaway**

**Scripps  
networks  
INTERACTIVE**

## It All Starts in January

- Rose Parade coverage – New Years Day
  - Sneak peaks of new series
  - 2009 HGTV Dream Home Tour
  - Exciting new schedule
    - Property Virgins and House Hunters in new times

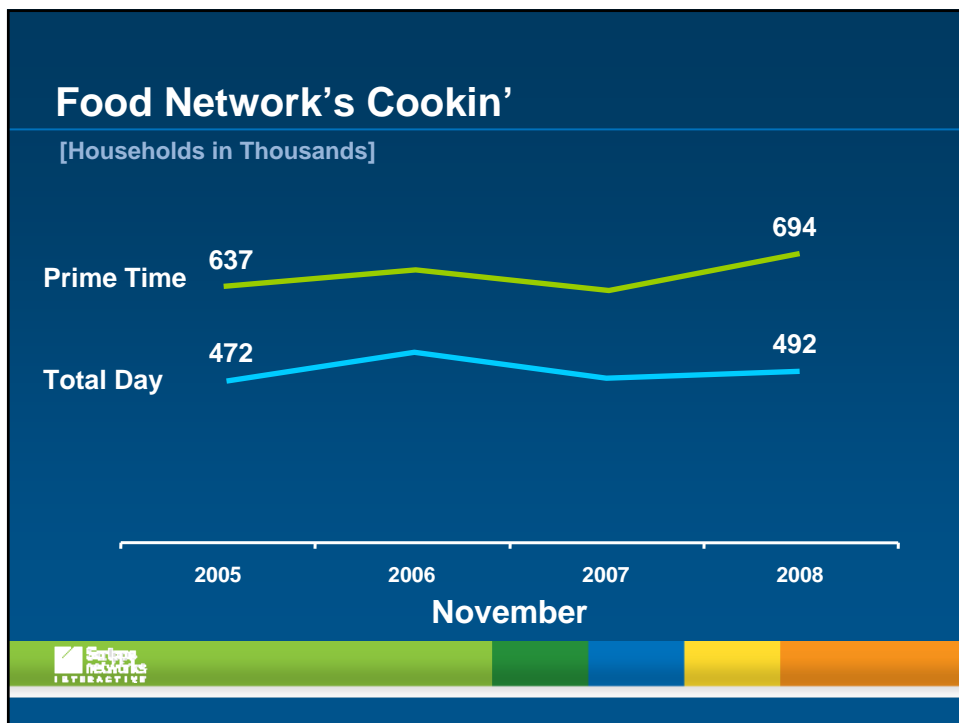


**HGTV  
DREAMHOME  
Giveaway**

**Scripps  
networks  
INTERACTIVE**







## Food Network Brand Resonates

[Beta Research Brand Identity Study]

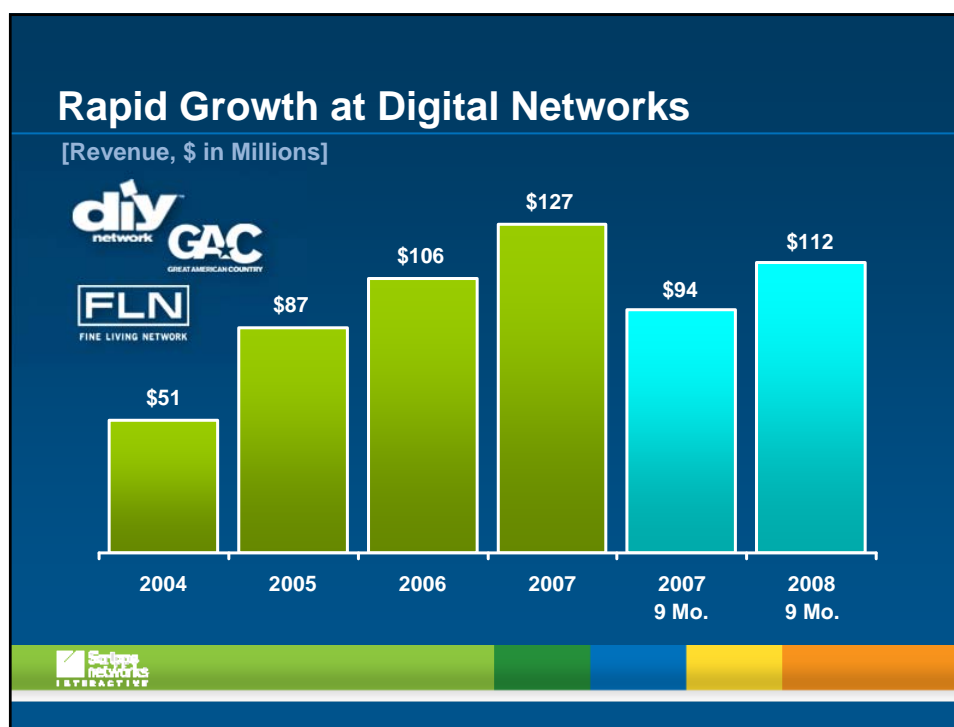
Attributes	Rank
▪ One of my favorite channels	#2
▪ Has hosts and on-air personalities I like	#1
▪ Has many programs/ original series	#2

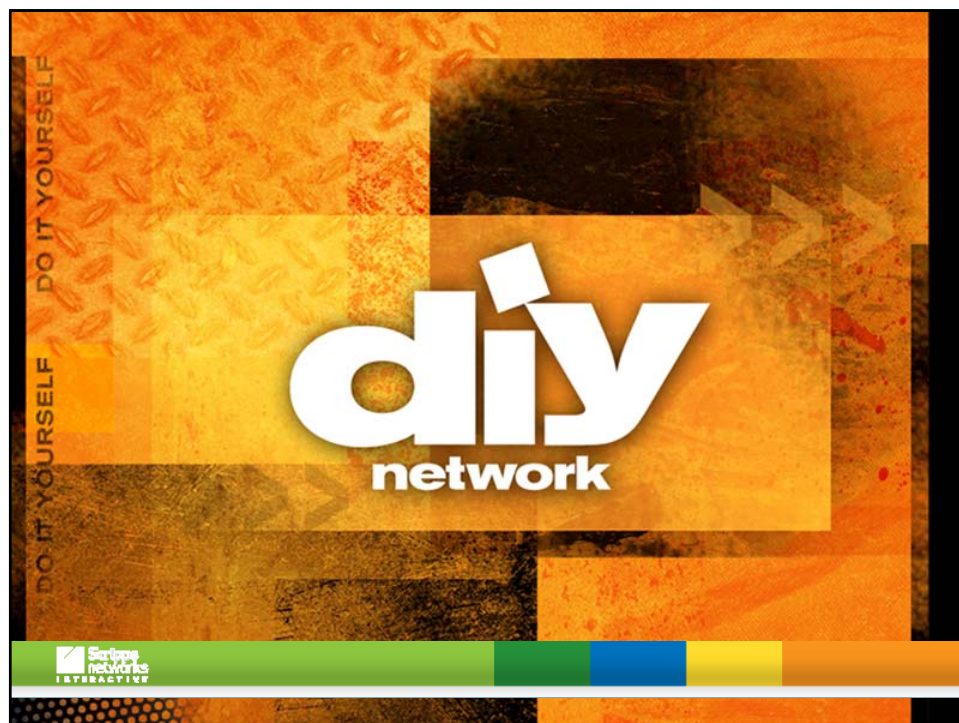
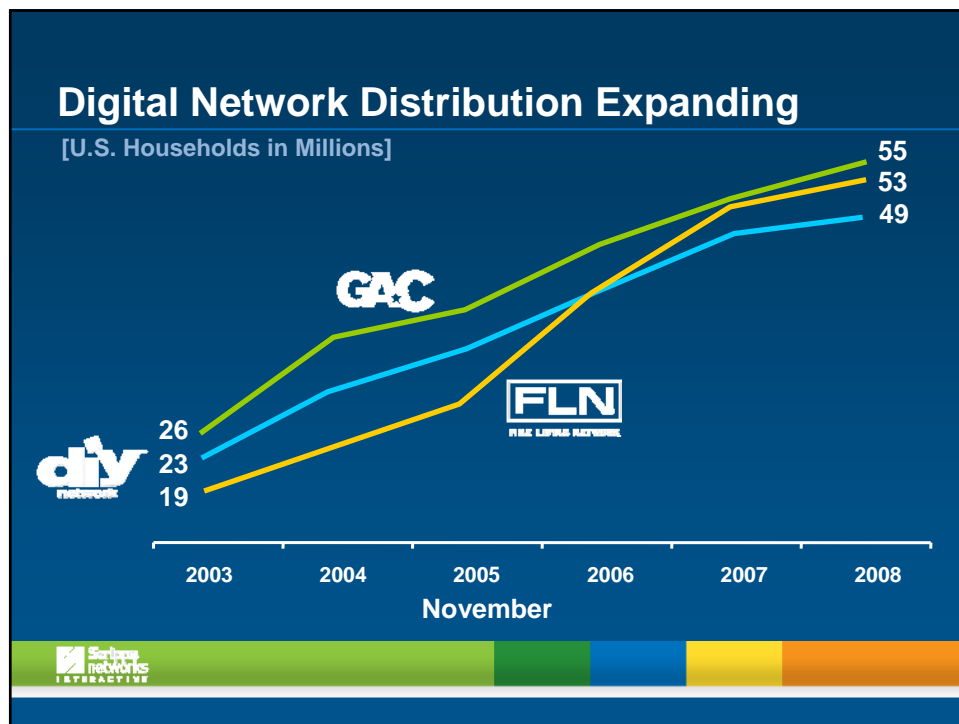
(March 2008)

Scholar  
networks  
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Scholar  
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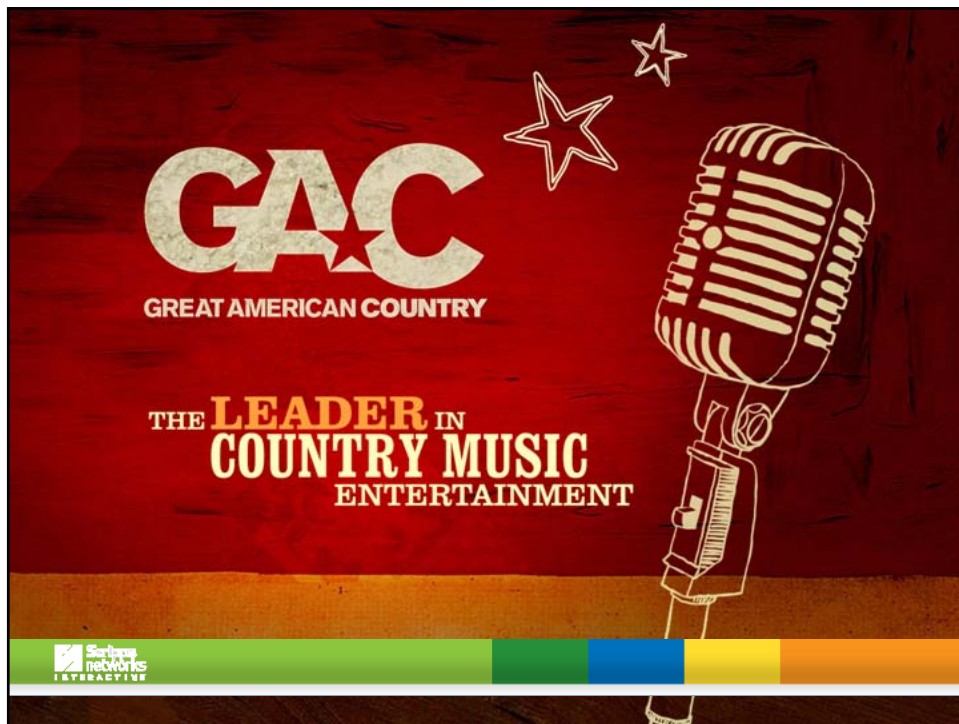


## Progress at FLN

- Original programming focused on attainable lifestyle decisions
- Proven strategy using known shows to draw audience
- Nielsen-rated in January







## TV's Pure Country Experience

- Country music focus
- Big-name stars in specials
- Videos at low or no cost

**GAC**  
GREAT AMERICAN COUNTRY

**GAC Video Center** Streaming Broadband Channels

**Select Channel**

**Top Picks**

- Artists A-D
- Artists E-J
- Artists K-M
- Artists N-S
- Artists T-Z
- Celebrity Q & A
- Best of GAC
- CMA Close Up
- Awards Shows

**Help**

- Video Tips
- Feedback

**TOP PICKS CHANNEL** Displaying videos 1 - 5 of 17

1 **"All Belongs To You"**  
Emerson Drive | Volery Music Co.  
Length: 04:00  
From: GAC

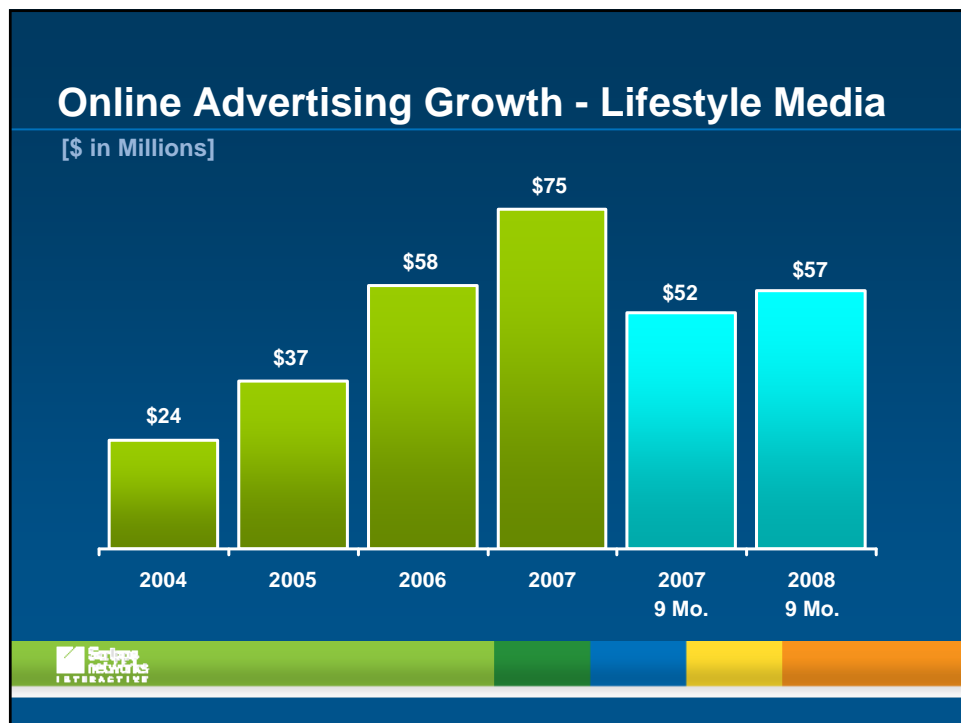
2 **"What It Takes"**  
Adam Gregory | Cross Creek | Big Machine Records | Rounder Records  
Length: 03:05  
From: GAC

3 **"All I Want For Christmas"**  
Katie Remmer | My Christmas | Cold River  
Length: 03:05  
From: GAC

4 **"Chicken Fried"**  
Zac Brown Band | The Foundation | Warner Bros. Music, Inc.  
Length: 03:55

**BUILDING THE '89 HGTV THE-ART HOME**

A promotional graphic for GAC (Great American Country) featuring a collage of country music artists. The background is a deep blue with a textured, wood-grain-like pattern. Three white stars are positioned in the upper right quadrant. The GAC logo is prominently displayed in the upper left, with the tagline 'THE LEADER IN COUNTRY MUSIC ENTERTAINMENT' below it. At the bottom left, the 'Scholar networks INTERACTIVE' logo is visible. The bottom of the graphic features a horizontal bar with segments of green, blue, and yellow.



# FoodNetwork.com Reigns Supreme

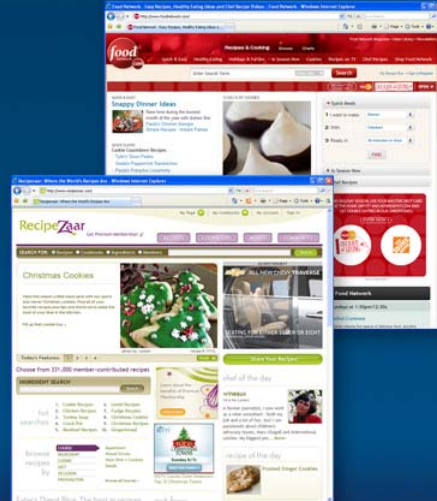
[Unique Visitors in Millions]

1. Food Network	8.6
2. Allrecipes	8.4
3. Kraft Foods	8.0
4. About.com (Food & Drink)	6.5
5. Cooks.com	6.2
6. RecipeZaar	6.0
7. Yahoo! Food	3.8
8. MyRecipes.com Network	3.6
9. Betty Crocker	3.1
10. Pizza Hut	3.1

November 2008



Source: Nielsen

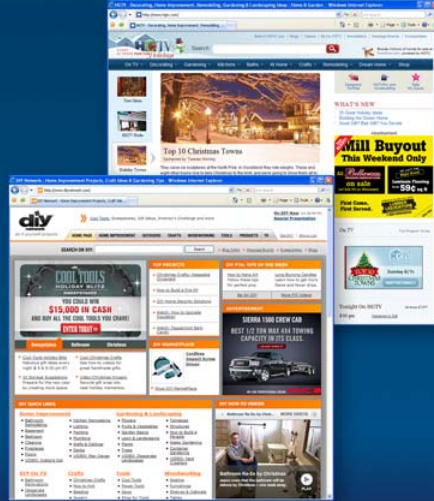


## Leading “Shelter” Content Web Sites

[Unique Visitors in Millions]

1. The Home Depot	11.1
2. Lowe's	9.3
3. eBay Home	5.8
4. HGTV	3.8
5. Service Magic	3.6
6. Home Shopping Network	3.4
7. About.com (Home & Garden)	3.4
8. iVillage Garden Web	2.4
9. eBay Crafts	2.3
10. Jo-Ann.com	2.3
11. IKEA	2.0
12. Pottery Barn	2.0
13. Find Your Windows	2.0
14. DIY Network	2.0
15. Guide to Home Improvement	1.8

November 2008



Source: Nielsen



- 406,000 unique visitors
- 7.9 million page views
- 3.6 million listings
- 1,000 videos

October 2008





# Interactive Services



**BizRate** **shopzilla** **uSwitch.com** **Buy.co.uk**

**Shopzilla**  
Interactive

# shopzilla

Find a deal with 53,726 online shoppers' next

34,282,561 products from 90,379 stores. Last updated: Under 3 hours ago

Search:

Browse:

- Outdoor Living
  - Patio Table Sets
  - Outdoor Speakers
  - Garden Lights
- Get Organized
  - Storage Containers
  - QuickBooks
  - BlackBerry PDAs

Welcome to Shopzilla!

1. Read reviews, compare products & prices.
2. Find the largest selection of products from the Web's top-rated stores.
3. Get the right product at the right price every time!

Shop for the latest spring fashions

Look sharp from head to toe. Click here for the best fashion deals.

- Mini Dresses
- Bermuda Shorts
- Wide Belts
- See all Women's Fashion

Motorola R100

Communication never looked so good. Save big on stylish new cell phones.

Bikinis

Suit up in the latest swimwear. Save big on bikinis, mailots and more.

GO BARE, BARE

## Shopzilla: A Solid 2008

[9 Months]

Revenue	+10%
Segment profit	+16%
Europe (revenue)	+75%



## One of America's Leading Comparison Shopping Sites

[Unique Visitors in Millions]

1. Yahoo! Shopping	25.3
2. BizRate/Shopzilla	24.4
3. Shopping.com	15.1
4. Google Product Search	11.8
5. Pronto.com	11.7
6. Value Click	11.3
7. MSN Shopping	8.2
8. NexTag	7.0
9. Shoplocal.com	5.5
10. AOL Shopping	5.4

November 2008



Source: ComScore

## # 1 on Cyber Monday

[Unique Visitors in Millions]

1. BizRate/Shopzilla	2.0
2. Yahoo! Shopping	1.9
3. Google Product Search	1.1
4. MSN Shopping	1.1
5. NexTag.com	1.0
6. CyberMonday.com	1.0
7. SHOPLOCAL.com	.9
8. ValueClick	.7
9. PRONTO.com	.6
10. Yahoo! Stores	.6

December 1, 2008

shopzilla

BizRate™



Shopzilla  
networks  
INTERACTIVE

Source: ComScore

## A Top 10 Online Retail Site

[Unique Visitors in Millions]

1. eBay	49.2
2. Amazon	48.3
3. Apple	28.7
4. Wal-Mart	25.3
5. Target	23.8
6. Yahoo! Shopping	21.0
7. BizRate/Shopzilla	18.2
8. American Greetings	13.0
9. Hewlett Packard	12.9
10. Moviefone	12.4

November 2008

shopzilla

BizRate™



Shopzilla  
networks  
INTERACTIVE

Source: ComScore





## Progress at uSwitch

- Judged the “Best Performer” in the U.K. (The Independent, Nov. 22)
- Refreshed Web site
- Improved content
- Improved consumer experience
- Greater flexibility



## 2009 Strategic Outlook



### Strategic Priorities – Lifestyle Media

- Build on success of HGTV and Food Network
- Comprehensive plan for Food Network renewals



## Consistent Affiliate Sales Growth

[\$ in Millions]



Scripture  
networks  
INTERACTIVE

## Status of Key Affiliate Agreements



- 50% renegotiated in 2007 (Time Warner, Comcast)
- Balance expires end of 2009



- 75% expire end of 2009 (All, but Comcast)
- Balance expires end of 2011

Scripture  
networks  
INTERACTIVE

## Strategic Priorities – Lifestyle Media

- Build on success of HGTV and Food Network
- Comprehensive plan for Food Network renewals
- Maximize growth for SN Digital
- Capitalize on DIY's momentum
- International development
- Brand extensions



## Keys to Success in '09

- Smart programming and marketing choices to drive ratings
- Motivated sales group to fully leverage value of targeted networks



## Advertising Landscape

Advertisers know Scripps Networks audiences are:

- Upscale
- Engaged
- Passionate about food, shelter and home improvement



## Advertising Landscape

### Top 3 Categories

- Food
- Consumer packaged goods
- Retail



45% of total  
Scripps Networks  
ad revenue

- Automotive

<10%



## Response to Business Climate

- Immediate hiring freeze
- Curtailing all non-essential expenses
- Deferring discretionary capital spending



## Strategic Priorities: Interactive Services

- Transform BizRate, Shopzilla into stronger consumer sites, merchant platforms
- Position business for sustained profitability, low-cost expansion



## Shopzilla Going Forward

- Consumers and merchants must demand that our products exist
- Every experience with our products must be one that you'd recommend to a friend



## Shopzilla: Where We're Headed

- Build consumer and merchant loyalty
- Differentiate BizRate and Shopzilla brands
- Enable rapid growth in Europe





## uSwitch: Where We're Headed

- 2008 successful with return to profitability
- Key strategic projects under way
- Planning for low-cost international expansion under way
- New brand campaign for 2009



## The “U” Campaign

***uSwitch, uSave, uSmile***

### 3 Key Product Areas

- Energy
- Credit Cards
- Insurance



## Capital Allocation Strategy



## Potential Uses of Free Cash

- Tribune minority interest
- Other acquisitions
- Strategic investments (e.g. international)



## Q & A



## UBS Global Media & Communications Conference

