



SCRIPPS NETWORKS PARTNERS WITH VIEW22 TECHNOLOGY TO ENHANCE ITS LIFESTYLE WEBSITES

*HGTV.com, Foodnetwork.com, DIYnetwork.com and Fineliving.com Advertisers to
Benefit from New Interactive and Contextual Capabilities*

Sites' Visitors to Receive Enriched Online Experience

Knoxville, Tenn. – April 1, 2004 – Scripps Networks announces today a new online partnership between its lifestyle websites and View22 Technology, the leading provider of interactive 3D design and visualization solutions. By integrating View 22's interactive kitchen and bath planners into its web sites, Scripps Networks expects its online destinations to offer new advantages to both consumers and advertisers.

“This is an ideal strategic partnership. As one of North America's leading media companies and home to some of the most popular lifestyle websites – HGTV.com, Foodnetwork.com, DIYnetwork.com, and Fineliving.com – Scripps is perfectly positioned to deploy View22's leading interactive 3D visualization platform to provide its consumers and advertisers with an enriched, highly personalized and contextual online experience. We are extremely excited to be working with them,” said Mark Zohar, vice president of corporate and business development for View22.

View22's solutions will allow Scripps' website visitors to design, plan and implement kitchen and bath home improvement projects. Users will be able to select, place, configure and visualize products and ideas within their personalized space when utilizing online tools such as the 3D room planners. Ron Feinbaum, senior vice president and general manager of Scripps Networks online division, believes visitors to the sites will now more than ever experience the satisfaction of “one stop shopping.” “This partnership addresses the needs of today's empowered online consumers who are seeking a higher level of personalization and collaboration in making key buying decisions for home products. Our websites already offer comprehensive content and resources, but allowing visitors to play an interactive role in the virtual design process by personalizing and visualizing their projects is a major plus.”

Jeff Meyer, senior vice president of Scripps Networks Internet sales, added that this will also greatly benefit online advertisers. “Many of our advertisers utilize interactive online tools on their own sites. Now, they can feature their products in a highly contextual environment to our larger, targeted and engaged online audiences,” said Meyer.

About Scripps Networks

Scripps Networks, comprised of Home & Garden Television, Food Network, DIY–Do It Yourself Network, and Fine Living, is one of the leading developers of lifestyle-oriented content for television and the Internet. Each of Scripps' television networks is complemented by robust websites and online newsletters. In addition, Scripps Networks is aggressively developing its emerging media, including video on demand, broadband and Hispanic programming. Headquartered in Knoxville, Tenn., with offices in New York, Los Angeles, Chicago, Detroit and Atlanta, Scripps Networks is owned by the E.W. Scripps Company (NYSE:SSP), a diverse media concern with interests in newspaper publishing, broadcast television, national television networks, interactive media and television retailing. Scripps operates 21 daily newspapers, 10 broadcast TV stations, Scripps Howard News Service and United Media. Most recently, the company acquired the Shop At Home network.

About View22 Technology

View22 is a leading provider of 3D design and visualization solutions offering Fortune 500 companies with a powerful and differentiated approach to enhance their sales, marketing and branding strategies. Leading companies such as *General Electric*, *John Deere*, *Sears*, *KOHLER*, *Sterling* and *Masco* use View22's solutions to allow their customers to select, place and configure products within their personalized space. The value proposition to these companies includes compressing the sales cycle for complex product configurations, reducing sales and marketing costs and enhancing overall sales effectiveness.

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