



## ***Food Network* launches in the UK...**



## **...and announces intent to commission UK content**

**Sky, channel 262 & +1 channel 263**

London, 5 November 2009: Launching in the UK at 10.00am on 9 November 2009, as part of a joint venture deal between Scripps Networks Interactive Inc. and Chello Zone, *Food Network* is an exciting entertainment channel set to tantalise taste buds across the country!

*Food Network* is one of the most popular channels on U.S. television and its UK launch marks the beginning of its search for original UK content, and of the channel's expansion across Europe, Africa and the Middle East. Blending credible cooking with high-energy entertainment, the channel offers a combination that will inspire foodies and non-foodies alike; its rebellious attitude is truly unique and shows food is there to be played with, to have fun with and to be enjoyed.

The channel launches with an exciting mix of US and UK acquired content, including appearances from home-grown celebrity chefs such as Jamie Oliver in the UK premiere of *Iron Chef America* and Nigella Lawson in *Nigella Express*.

Danny Boome also features on the channel in his very own show, *Rescue Chef*. Originally from Cambridgeshire, former ice hockey star and ex-model Danny made a name for himself at the St Martins Lane Hotel in London, before making it big in America.

"Food Network *will be a fantastic addition to UK television for all foodies and for those who simply enjoy entertaining TV,*" says Dermot Shortt, Chief Executive Officer of Chello Zone.

"As well as airing the best food programming from the U.S. and the UK, we are looking forward to working with a roster of famous British chefs and commissioning original UK content to make this an irresistible TV destination."



US celebrity chefs also feature on the channel and include Ina Garten, with her already well-loved show *Barefoot Contessa*, Tyler Florence, Giada De Laurentiis and Rachael Ray.

Chello Zone, the international broadcaster arm of Chellomedia, has responsibility for *Food Network's* operations in the UK and its subsequent roll out across EMEA territories next year. However, under the terms of the deal, Scripps Network International retains a controlling interest in the joint venture.

*"This is the first of what we hope will be many ventures to expand the global footprint of Scripps Networks Interactive,"* said Greg Moyer, president of the company's international development subsidiary, Scripps Networks International.

*"Food Network is an obvious and logical choice for international distribution given its universal appeal and tremendous brand power. Our objective is to aggregate an engaged and growing audience of passionate 'foodies' across the globe."*

*Food Network* launches at 10.00am on Monday 9 November 2009. The channel is also supported by new website [www.foodnetwork.co.uk](http://www.foodnetwork.co.uk).

– Ends –

**For more information contact Premier PR:**

Kerry Monighan, Premier PR, tel. +44 207 292 8346 [kerry.monighan@premierpr.com](mailto:kerry.monighan@premierpr.com)

Jeni Ayling, Premier PR, tel. +44 207 292 6469 [jeni.ayling@premierpr.com](mailto:jeni.ayling@premierpr.com)

Sam Elliott, Premier PR, tel. +44 207 292 5091 [samantha.elliott@premierpr.com](mailto:samantha.elliott@premierpr.com)

**Notes to Editors:**

*Food Network* will be on Sky channel 262 and 263 for the +1 channel from 10.00am on Monday 9<sup>th</sup> November 2009

**About Scripps Networks Interactive**

Scripps Networks Interactive is one of the leading developers of lifestyle-oriented content for television and the Internet, where on-air programming is complemented with online video, social media areas and e-commerce components on companion Web sites and broadband vertical channels. The company's media portfolio includes: Lifestyle Media, with popular lifestyle television and Internet brands HGTV, Food Network, DIY Network, Fine Living Network (FLN) and country music network Great American Country; and Interactive Services, with leading online search and comparison shopping services BizRate and Shopzilla.

**About Chello Zone**



Chello Zone is a leading international broadcaster and creator of bespoke thematic television channels across Europe, the Middle East, Africa and Asia. It owns and operates a portfolio of six consolidated channel brands: Zone Reality, Zone Romantica, Zone Club, Zone Fantasy and Extreme Sports Channel. Chello Zone's channels reach audiences in more than 155 million homes\* across over 100 countries and in 23 languages.

Chello Zone works closely with international programming partners to create and operate joint venture channels, including pre-school children's channel JimJam, with HIT Entertainment, and dedicated food channel Food Network, with Scripps Networks Interactive. Chello Zone has also established a joint venture with CBS Studios International for a portfolio of six UK entertainment channels, including CBS Drama, CBS Action, CBS Reality and Zone Horror.

Showcasing modern classic TV series, insightful documentaries, Hollywood and independent movies, soap operas, sports, real life drama and lifestyle television, Chello Zone's channels offer something for everyone. The linear TV channels are complemented by innovative content commissions and co-productions on mobile, online video, on demand and interactive technologies.

Chello Zone is a business unit of international media company Chellomedia, part of **Liberty Global, Inc.**, the world's leading international cable operator. For more information, visit [www.chellozone.com](http://www.chellozone.com).

\*combined consolidated and joint venture channels