



UPC SERVES UP THE FOOD NETWORK TO IRELAND

Premier Lifestyle Network Available on UPC Ireland Channel 508

Acclaimed TV Chef Gino D'Acampo to Celebrate Launch Today at The Morgan Hotel Dublin

DUBLIN, Ireland – 6 September 2011 – Food Network, one of the most popular lifestyle channels on U.S. television, was launched in Ireland today by celebrity chef Gino D'Acampo. The channel is available to all of UPC's digital cable subscribers on programme number 508. With originally commissioned programming coupled with popular series from around the world, including *Iron Chef America*, *Ace of Cakes* and *30 Minute Meals* starring celebrity chef Rachael Ray, Food Network delivers programming to satisfy all food connoisseurs and appetites.

Today's news was announced by Nick Thorogood, Managing Director of Food Network EMEA and Simon Kelehan, Head of TV at UPC Ireland.

"We're really excited to arrive in Ireland," said Thorogood. "We have an incredible line-up of programming premiering over the next few weeks and look forward to entertaining Irish viewers from this day forward."

Food Network offers an irresistible combination of credible cooking, fresh ideas and high-energy entertainment to inspire both foodies and non-foodies alike. The international extension of the channel is packed with the most popular Food Network series from the United States, as well as original content developed in local markets, to provide viewers with a menu featuring some of the best food series from all over the world.

"We are thrilled to welcome Food Network to the UPC Ireland family," added Simon Kelehan, Head of TV at UPC Ireland, "Food Network is home to many entertaining series that our subscribers will love to watch and follow along with in their own kitchens. Home cooking may never be the same again!"

Food Network hosted a launch event with special guest celebrity chef Gino D'Acampo in The Morgan Hotel, Dublin to formally introduce the channel and preview upcoming programming including the Italian chef's new show **Gino vs. Britain**.

D'Acampo, Italian chef, television personality and winner of ITV's 2009 *I'm a Celebrity...Get Me Out of Here*, stars in the new Food Network series **Gino vs. Britain**, premiering this month. Chef Gino tours Britain along with co-host Claire Sweeney in search of the country's finest amateur cooks, who all think that their signature dishes have what it takes to beat the master in a culinary battle. (Mondays at 20:10 & Thursdays at 21:00)

Additional upcoming Food Network highlights include:

- **Chopped** - Cooking competition show that's all about skill, speed and ingenuity. Four up-and-coming chefs compete before a panel of judges by taking everyday items and turning them into extraordinary three-course meals. (Weekdays at 06:00 & 14:45)
- **Food Network Challenge** - From small-town cook-offs to the World Pastry Team Championship, visit the biggest and best food battles around the world. (Weekdays at 18:30)
- **Diners, Drive-ins and Dives** - *New York Times* best-selling cookbook author and successful restaurateur Guy Fieri visits classic "greasy spoon" spots throughout America. (Wednesdays at 19:20 & 23:55)
- **Barefoot Contessa** - Popular cookbook author Ina Garten throws open the doors of her home for delicious food, dazzling ideas and good fun. (Thursdays at 20:10 & 00:45)

For more information on Food Network, please visit www.foodnetworktv.com.

Press contacts:

Angie Grant
Pembroke Communications
T: 01 649 6345
E: angie@pembrokecomms.ie

Anna-Maria Barry
UPC
T: 01 245 8062
E: ambarry@upc.ie
www.twitter.com/weareupc_ie

Marylou Johnston
Food Network
T : +33 6 87 77 49 89
E: Marylou@mljagency.com /

About Food Network

Food Network delivers a fresh approach to food programming and celebrates everything that is bold, fun and entertaining about the genre. It is not your typical 'how to' cooking channel and is packed with award-winning cooking and competition shows.

The Food Network website (www.foodnetworktv.com) is the 24/7 companion to the TV channel. Find daily TV listings, episode guides, chef biographies, recipes featured on air, blog posts and more. Recipes are organised by season, ingredient, chef, course, and cuisine make meal planning easy.

Food Network is owned by Scripps Networks Interactive (SNI), one of the leading developers of lifestyle content for the television and internet worldwide. Its sister brand Food Network is one of the most popular networks on US television and www.foodnetwork.com is the leading food website in the US.

About Scripps Networks Interactive

Scripps Networks Interactive (NYSE: SNI) is a leading developer 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, which comprises popular lifestyle television and Internet brands HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel and country music network Great American Country; and Interactive Services, with leading online search and comparison shopping services bizrate and beso.

About UPC

UPC is the European division of Liberty Global, Inc., the world's leading international cable operator. UPC brings television, broadband internet and telephone services to approximately 13.4 million customers throughout 10 European countries. The company is driven by its vision that 'this amazing but often complex digital world should be for everyone'. UPC's employees in Ireland strive to make this happen by bringing simplicity and a real human touch to everything they do. For more information on UPC Ireland, please visit www.upc.ie

###