NEWS RELEASE

Scripps Networks Interactive Commissions Two Original Series for Travel Channel in Association with Brand USA

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Olly Smith: Ale Trails and Take Me Home to debut in December across UK & EMEA

Scripps Networks Interactive today announced two new original commissions, *Olly Smith: Ale Trails* and *Take Me Home* for Travel Channel, the premier global travel broadcaster, in association with Brand USA, the destination marketing organization for the United States. The series will premiere in December across UK & EMEA.

Olly Smith: Ale Trails, produced by Athena Films Ltd and hosted by multi-award winning wine connoisseur, beer expert and TV personality Olly Smith, will document Smith's journey in search of a variety of craft beers and delicious food to accompany them.

Set to TX on Travel Channel on 17 December in the UK and 15 December across EMEA, the 5 x 30' series will follow Smith's travels to places where craft beer is celebrated. These include: Oregon regarded by beer connoisseurs as the state that put the craft beer industry on the map; Nevada, where he learns how 115 saloons kept the mining town going in the 1800's; Illinois, where he visits the German quarter of Chicago, discovering how emigration has crafted the beer tastes; South Carolina, where he visits the Brew Haha Festival in Anderson and the Euphoria Festival in Greenville; and Georgia, where he finds himself immersed in locals' passion for craft ales.

Take Me Home will follow host and veteran CBS correspondent Peter Greenberg as he interviews top American talent from the film, television and music industries about the places they call home, including Danny DeVito in New Jersey, Dolly Parton in Tennessee, Ted Danson in LA, Harry Connick Jnr. in Louisiana and Jeff Daniels in Michigan.

Produced by Greenberg Productions, the 5 x 30' series will debut on Travel Channel on 3 December in the UK and on 1 December across EMEA. The stars will take Greenberg on a tour of their memorable old haunts and, in some cases, the clubs and bars that launched their careers, as he uses his vast experience to uncover some candidly told, hidden stories about these well-known celebrities.

"We are delighted to once again be partnering with Brand USA," said Kevin Dickie, Senior Vice President, Channels, UK & EMEA, Scripps Networks Interactive. "These are two compelling series featuring great stories, great locations and top talent, who we are confident will engage Travel Channel audiences in the UK and across EMEA."

"Our partnership with Scripps Networks continues to expand and enable us to reach the UK and EMEA audiences through exciting opportunities," said Chris Thompson, President and CEO of Brand USA. "The two upcoming series will showcase the United States as a premiere travel destination and inspire travelers to visit the USA."

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About Brand USA
Brand USA is the nation's destination marketing organization, dedicated to attracting legitimate international inbound travel to strengthen the U.S. economy, increase exports, create quality jobs, and promote community prosperity. By running data-driven campaigns and unifying messaging across industry and government, Brand USA positions the United States as a top global destination while providing current visa and entry information.

Over the past 13 years Brand USA has driven 11.3 million additional international visitors who spent $38.1 billion in the United States, leading to $82.9 billion in total economic impact and sustaining an average of more than 40,000 jobs each year. These efforts have generated nearly $11 billion in attributable tax receipts at the federal, state, and local levels.