



THE E. W. SCRIPPS  
COMPANY

# RESULTS Matter

2005 Annual Report



**RESULTS** do matter and they're what The E.W. Scripps Company is all about. Millions of engaged media consumers, and the advertisers and merchants who want to reach them, turn to Scripps every day for a growing range of innovative information services that excel at delivering outstanding results.

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Acquired by Scripps in June, Shopzilla has emerged as America's leading online product search and price comparison service. Like all of the company's media businesses, Shopzilla aggregates an engaged audience, delivers valuable information and creates a highly efficient marketplace between consumers and merchants.



## Financial Highlights

(Dollars in millions)

Consolidated	2005	2004	2003
Segment operating revenues	\$ 2,514	\$ 2,167	\$ 1,875
Segment profits <sup>(1)</sup>	701	610	519
Income from continuing operations	223	301	268

### Scripps Networks

Segment operating revenues	\$ 903	\$ 724	\$ 535
Segment profits <sup>(1)</sup>	414	304	204
Segment profit margin	46%	42%	38%

### Newspapers

Segment operating revenues	\$ 729	\$ 704	\$ 692
Segment profits <sup>(1)</sup>	223	241	264
Segment profit margin	31%	34%	38%

### Broadcast Television

Segment operating revenues	\$ 318	\$ 342	\$ 304
Segment profits <sup>(1)</sup>	88	108	85
Segment profit margin	28%	32%	28%

### Shopzilla

Segment operating revenues	\$ 99	\$ -	\$ -
Segment profits	28	-	-

### Shop At Home

Segment operating revenues	\$ 359	\$ 293	\$ 238
Segment (losses) <sup>(1)</sup>	(28)	(22)	(22)

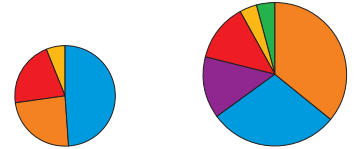
### United Media

Segment operating revenues	\$ 106	\$ 104	\$ 105
Segment profits <sup>(1)</sup>	19	17	19
Segment profit margin	18%	16%	18%

<sup>(1)</sup> Segment profit is used by the company's chief operating decision maker to evaluate its business segments. See page F-11 of the company's Form 10-K.

## Scripps Then and Now

The company's profile continued to change during 2005 as a result of its deliberate diversification strategy and the rapid growth of its national lifestyle television networks.



2001

(Percentage of segment operating revenue)

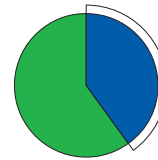
49% Newspapers  
24% Scripps Networks  
21% Broadcast TV  
6% United Media

2005

36% Scripps Networks  
29% Newspapers  
14% Shop At Home  
13% Broadcast TV  
4% United Media  
4% Shopzilla\*

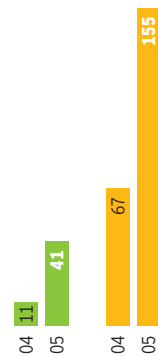
\* The percentage attributed to Shopzilla represents revenue from June 27, 2005, when the business was acquired by Scripps, through Dec. 31, 2005.

## Growth Businesses



40%

Scripps Networks and Shopzilla, the company's fastest growing businesses, contributed 40% of total operating revenue in 2005.



On a pro forma basis, as if Scripps had owned Shopzilla for the full year, segment operating revenue and segment profit rose sharply, year-over-year.

## Shopzilla Financial Performance

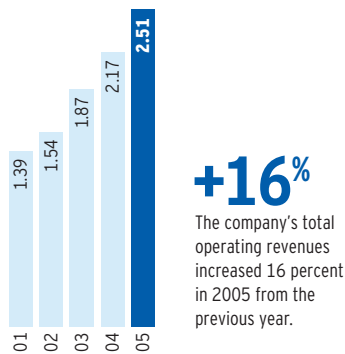
(Dollars in millions)

● Segment Profit  
● Segment Operating Revenue

“For more than a decade, our focus has been on investing capital in media businesses that hold the promise for outsized returns.”

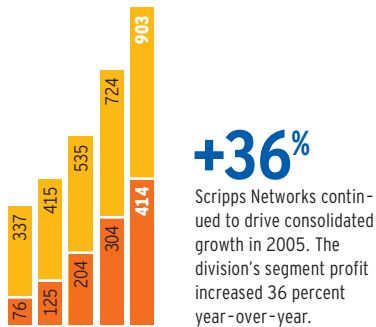


▲ Kenneth W. Lowe (left) and William R. Burleigh



**Total Segment Operating Revenues**

(Dollars in billions)



**Scripps Networks**

(Dollars in millions)

- Segment Revenue
- Segment Profit

**To our shareholders:** Getting good results is important to all of us at Scripps. That's why we're never content to stand still.

Throughout our 128-year history, Scripps has successfully anticipated and capitalized on the changing habits of media consumers.

From newspapers, to licensing and syndication, to broadcast television, to national lifestyle networks and, now, promising new interactive media businesses, Scripps has earned a reputation for embracing industry trends and creating shareholder value in the process.

For more than a decade, our focus has been on investing capital in media businesses that hold the promise for outsized returns.

The success of that strategy is evident in the tremendous consumer acceptance of our media businesses and the sustained consolidated growth of the company. For our long-term shareholders, advertisers, engaged viewers, Web site users, and readers, those are the results that matter.

**Consolidated Results**

In five years, total operating revenue has grown 81 percent and segment profit has nearly doubled, the result of impressively strong and sustained growth at Scripps Networks. Last June, we added another fast-growing enterprise with the acquisition of Shopzilla, a powerful interactive business that efficiently connects motivated consumers with thousands of online merchants.

Scripps Networks, our largest operating division, had an outstanding year in 2005, with revenue approaching \$1 billion and a 36 percent increase in segment profit. HGTV and Food Network accounted for the largest percentage of that growth. As a group,

our emerging networks – DIY Network, Great American Country and Fine Living – also have begun contributing to total segment profit.

Shopzilla exceeded our expectations during its first six months as a Scripps interactive business, contributing \$99 million in revenue and \$28 million in segment profit. Shopzilla's rapid growth and solid financial performance affirms for us the strength of its efficient, pay-per-click business model.

On a consolidated basis, the growth at Scripps Networks and Shopzilla cushioned some challenging industry trends that influenced results at our local newspapers and broadcast television stations.

Advertising sales at Scripps newspapers were up 5 percent in 2005, putting us near the top of our peer group, but rising newsprint prices, higher employee benefit costs and our investment in new online and print products in selected markets contributed to a decline in segment profit for the division.

Newspaper segment profit also was affected by a strategic decision we made with our newspaper operating partner in Denver to upgrade production facilities for the *Rocky Mountain News* and *The Denver Post*. The capital project will allow the Denver Newspaper Agency to consolidate production of both newspapers into a single facility by May 2007. The decision to move forward with the project resulted in short-term higher depreciation expenses that reduced our share of profits from the joint Denver newspaper operations. Long term, the money we'll save by printing the *Rocky* and *The Post* at a single location will result in a good return on our investment in one of America's most promising media markets.

At our broadcast television stations, the challenge in 2005 was the same one we face every odd-numbered year. TV station revenue and segment profit were down because of the relative absence of political advertising compared with the presidential election year that preceded it. Growth in local and national advertising sales at our stations wasn't enough to overcome the \$42 million in political advertising revenue our stations generated in 2004. Political advertising revenue in 2005, by comparison, was only about \$4 million.

The challenges at our local media franchises notwithstanding, the company's total operating revenue in 2005 was up 16 percent and total segment profit increased 15 percent, demonstrating the value of the diversification strategy that we set into motion more than a decade ago.

### Compare Prices



◀ Shopzilla compares more than 30 million products from more than 69,000 online merchants.



▲ Scripps is expanding its Interactive Media division with Shopzilla and uSwitch as the foundation.



▲ In November *My First Place* became the first online premier of an HGTV series. The full-length premier episode was viewed more than 12,000 times on HGTV.com.



**+52%**

◀ HGTV viewership among adults aged 18 to 49 is up 52 percent during primetime since the launch of the network's new fall schedule in November. *Designed to Sell*, hosted by Clive Pearse and Lisa LaPorta, is one of HGTV's most-watched programs.

**+27%**

Daytime viewing at Food Network jumped 27 percent (28 percent on weekends) during 2005 thanks to the growing popularity of the network's "In the Kitchen" block of informative and entertaining culinary programming.



▲ Popular original programming such as *30 Minute Meals With Rachael Ray* are attracting new Food Network viewers every day.

**2.4 million**

DIY Network attracted more than 2.4 million entries in 2005 from viewers hoping for a chance to win the network's \$100,000 Ultimate Kitchen and Bath Giveaway. The sweepstakes attracted more than 6.5 million visits to the network's suite of Web sites.



▲ Hosts Dr. Karen Tobias and Kenny Alfonso help families adopt and house wayward pets in DIY Network's canine rags-to-riches series, *Barkitecture*.

## Interactive Media

In 2005 we opened a new chapter in the Scripps growth story with our decision to build an interactive media division with Shopzilla as its foundation. It's our intention to capitalize on the rapid consumer acceptance of broadband Internet services through the acquisition and organic development of profitable interactive media businesses.

Shopzilla was the first and uSwitch.com is the second. On March 16, 2006, we acquired uSwitch, the United Kingdom's leading consumer search engine for a wide range of essential home services.

The same utility that Shopzilla brings to product search and price comparison, uSwitch brings to home services. Consumers in the U.K. rely on uSwitch to help them find and switch to the best rates and packages on a range of home services including gas, electric, water, digital television, home telephone, loans and more. Both services – uSwitch and Shopzilla – are powerful media market-makers that bring unparalleled accountability to merchants and service providers for the marketing dollars – and pounds – they spend.

Our interactive strategy already is beginning to change the company's profile.

With the acquisition of Shopzilla, Scripps now regularly ranks among the top 10 U.S. companies doing business on the Web. Collectively, Scripps Web sites attract about 35 million unique visitors every month. For 2006, we're projecting that 13 percent of the company's total operating revenue will come from our growing portfolio of interactive and advertising-supported online content services.

## Scripps Networks

The Scripps growth story, however, continues to be defined by the incredible success of Scripps Networks.

In 2005, just 11 years after we created and launched HGTV, Scripps Networks contributed 36 percent of the company's total operating revenue and 59 percent of total segment profit. Strong revenue and segment profit growth continued at HGTV and Food Network as we successfully monetized the audiences that we've aggregated.

With both networks reaching about 89 million households, our focus at HGTV and Food Network has been on scheduling lively and entertaining programming that appeals to new and younger viewers. Response to our fall schedule has been encouraging, with



**+28%**

At GAC, primetime viewership grew by 28 percent year-over-year during the fourth quarter of 2005. With popular programs such as *Grand Ole Opry Live*, country music fans are quickly discovering that GAC is the leading television destination for a pure country music experience.



▲ GAC, which now reaches more than 40 million U.S. households, built on its reputation as a leader in country music television by securing the rights to air encore presentations of the 40th Annual Academy of Country Music Awards in 2005.

primetime viewership among adults aged 18 to 49 up 21 percent in December at HGTV and 26 percent at Food Network. Daytime viewership of Food's popular "In the Kitchen" block of programming was up 26 percent on weekends and 19 percent on weekdays.

At our emerging networks – DIY Network, Great American Country (GAC) and Fine Living – distribution growth at all three topped the industry during 2005, with GAC leading the pack. A Nielsen-rated network, GAC now reaches 40 million television households, an important milestone for any cable network. DIY Network, which will be rated by Nielsen beginning in the fourth quarter of 2006, and Fine Living both reach about 36 million households.

### Network Web Sites

On the Internet, Scripps Networks has a significant and fast-growing presence. Our network Web sites attract about 15 million unique visitors a month.

Our most successful advertising-supported Web site is FoodNetwork.com, which consistently ranks as the Internet's top food destination. FoodNetwork.com attracted a record 9 million unique visitors in December as food fans everywhere thought of us first for holiday cooking tips. More than just recipes, FoodNetwork.com has evolved into a rich, multimedia service, including short-form video that's being produced specifically for the Web.

We've also had success building the HGTV brand online. HGTV.com averages about 6 million unique visitors a month and routinely ranks among the top five U.S. home and garden Web sites. DIYNetwork.com, with an average 2 million unique visitors a month, consistently ranks in the top 10 in the same category.



**36 million**

Fine Living is attracting viewers with quality original programming in four targeted lifestyle categories including Day Dreaming, Home Living, Life's Adventures and Buyer's Guides. Launched by Scripps in 2002, Fine Living's distribution on cable and satellite television services grew by 56 percent during 2005. The network reaches about 36 million U.S. television households.



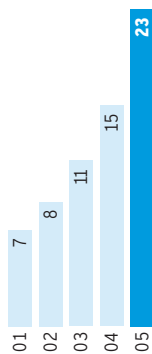
▲ Scripps is capitalizing on the rapid acceptance by media consumers of broadband Internet services by creating short-form video content that's designed specifically for viewing on the Web. At FoodNetwork.com, *Eat This with Dave Lieberman* debuted in the fall and quickly became one of the Web site's most-visited features.



▲ Scripps has created a Web site and daily printed edition that target the growing Bonita, Fla., community north of Naples. More than a newspaper Web site, BonitaNews.com offers deep content beyond news, including reference guides, community-generated content and a range of audio, video and search capabilities.



▲ In a special report entitled "Final Salute," the Rocky Mountain News in Denver examined the emotional trauma faced by families who've lost loved ones in Iraq. The Web version included stories, slide shows of still images, a discussion board for readers and video.



**+55%**

Online newspaper advertising revenue increased 55 percent in 2005, making it the division's fastest-growing revenue category.

**Newspaper Online Revenue Growth**

(Dollars in millions)

Our established presence on the Web puts us in an excellent position to capitalize on the growing demand for video on the Internet.

In 2005, we launched HGTVKitchenDesign and HGTVPro, two video-rich broadband channels that deliver a comprehensive suite of interactive features for do-it-yourselfers and building professionals. We have other broadband channels in the pipeline that will focus on bath design, gardening and healthy eating.

We're also developing original content for a full range of new media platforms including satellite radio, video cell phones, personal media devices and more. Our intent is to fully leverage the strength of our national network brands and quality content on each and every technology platform that's finding its way into the hands of media consumers.

**Newspapers**

If there's a growth story to tell at our newspapers, look to our Web enterprises.

Revenue from Internet advertising sales at our newspapers grew 55 percent in 2005, reflecting audience growth, the introduction of new online products and our corresponding ability to push Internet advertising rates higher.

At Scripps newspapers, our Internet growth strategy focuses on serious bets that are designed to fit particular local markets. Our intent is to build dedicated channels to capture new customers and new revenue.

For example, in Southwest Florida we launched BonitaNews.com and a new daily print edition that target the growing Bonita community north of Naples. More than a newspaper Web site, BonitaNews.com offers deep content beyond news, including reference guides, community-generated content and a range of audio, video and search capabilities. Beginning in the spring 2006, our newspaper in Naples will be offering a daily video newscast via broadband and cable.

While online advertising sales soared in 2005, we saw moderate revenue growth in other newspaper ad categories.

Classified advertising revenue increased 6 percent on the strength of help wanted and real estate, however weakness in the automotive category persisted.



Local and national advertising sales were up about 2 percent and revenue from preprints and other – including online advertising – was up 8 percent. Circulation revenue was down 2 percent on the year.

Growth in advertising share is our newspaper division's top priority. Working toward that goal, we acquired competing print products in a couple of our markets and have been shifting resources to build up our advertising sales teams. We're also taking a close look at rates across the division and making adjustments where it makes sense.

We believe our determination to be prudent operators, combined with the geographic diversity of our mid-sized markets, is why Scripps newspapers outperformed their industry peers in 2005.

### Scripps Television Station Group

In a predictably difficult year given the lack of political advertising, our television station group outperformed expectations by finding new sources of ad revenue and holding the line on costs.

Local advertising sales at our stations were up more than 7 percent, with about \$33 million, or 10 percent of the group's total revenues, coming from new and non-traditional advertisers.

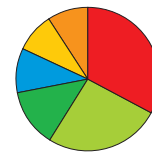
With our concentration of six ABC affiliates, our station group also is getting a lift from the network's primetime programming successes. Compelling new primetime programming has helped our stations increase audiences in late evening local newscasts. Morning, afternoon and late evening local news accounts for about 33 percent of our group's total advertising revenue.

Even with those positive trends, total revenue and segment profit were down for the year at our station group. With the return of political advertising, the Super Bowl on ABC, the Winter Olympics on our three NBC affiliates, and continued programming successes at ABC, 2006 promises to be much improved.

### United Media

At United Media we continued to benefit in 2005 from the evergreen popularity of the Peanuts comic strip and characters. United Media generated \$106 million in revenue and contributed \$19 million to segment profit.

In addition to Peanuts, United Media also represents the owners of other copyrights and trademarks, including Raggedy Ann & Andy and El Chavo.



**33%**  
33% of Broadcast TV revenue comes from local news.

#### Why Local News is Important to Scripps Television Stations

Local news defines a station's identity and is an important platform for key advertisers as well as political advertisers.

- 33% Local News
- 26% Primetime
- 13% Daytime
- 10% Early and Late Fringe
- 9% Prime Access
- 9% Other



▲ The value of network brands is underscored by the success Scripps is enjoying with its ABC affiliated stations. Compelling primetime programming, such as *Grey's Anatomy*, is improving revenue from that important daypart and has helped stations increase audiences in late evening local newscasts.



▲ Scripps stations focus on becoming leaders in local news and information, with an emphasis on breaking news, weather and investigative and consumer reports.



45%

About 45% of United Media's international revenue in 2005 was generated by the licensing of Peanuts and other creative properties in Japan.



▲ United Media owns and licenses worldwide copyrights for Peanuts and related characters. Peanuts continues to reign as one of the world's most successful strips in the history of comic art.



▲ United Media is diversifying its portfolio by adding new representation agreements with creative properties such as El Chavo, one of the most-watched programs on Spanish-language television.

## Shop At Home

At Shop At Home, we're carefully assessing strategic alternatives for the business after writing down \$103 million in goodwill and intangible assets in the fourth quarter.

The write-down and strategic assessment were prompted by a number of factors, including sustained operating losses, difficulty securing strong channel positions for the network and our determination that the path to profitability for the business would be longer than anticipated.

As of this writing, we haven't publicly discussed alternatives that are under consideration for Shop At Home's future. We have told shareholders that it's our intention, in whatever capital decisions are made, to maximize the value of the business on their behalf.

## Community and Philanthropy

It's also important to us at Scripps to give back to the communities and audiences we serve.

The annual Scripps National Spelling Bee, which we administer on a not-for-profit basis in partnership with newspaper and other local sponsors from across the globe, promotes literacy and academic excellence.

The high-profile event continues to grow and will be showcased in a feature-length film, *Akeelah and the Bee*, that's being released by Lions Gate Entertainment in the spring of 2006.

The Scripps Howard Foundation, the philanthropic arm of the company, promotes journalism education and a wide range of philanthropic projects that benefit the communities served by our media businesses. The Foundation teamed with the Red Cross and Scripps employees in 2005 to raise \$1 million for victims of Hurricane Katrina.

In June 2005, DIY Network, in its hometown of Knoxville, Tenn., sponsored construction of Habitat for Humanity's 200,000th home. The network, which has been in partnership with Habitat for Humanity since 2003, also aired a special in November that documented the construction of 255 Habitat homes in a single week in Michigan as part of the organization's annual Jimmy Carter Work Project.

## Financial Condition

As Scripps continues to evolve, we're happy to report that the company's financial condition is sound. Our balance sheet is strong and we are well positioned for long-term growth.

Debt at the end of 2005 stood at \$826 million, up from \$533 million at the end of 2004, primarily due to the Shopzilla transaction. The company's modest level of long-term debt, at less than two times total segment profit, gives us the flexibility to execute our growth strategy.

Capital expenditures in 2005 were \$72 million, well below estimates we made at this time last year, primarily because of our decision to delay construction on a new production plant for our newspapers in Naples, Fla. We expect to begin construction on the Naples plant in 2006 to capitalize on the growth in that attractive market.

Looking ahead, our top strategic priority continues to be the expansion of Scripps Networks. Investing in the valuable television and interactive brands we've created, we believe, is a wise use of the company's capital.

With Shopzilla, and now uSwitch, as the foundation, we also intend to capitalize on growing consumer acceptance of broadband Internet services by expanding our new interactive division.

And, we're focused on building industry-leading local media franchises around our daily newspapers and broadcast television stations.

As always, we consider it a privilege to be guiding your company during an era of such great change and opportunity.

Our pledge to you is that the interests of our shareholders and the long-term growth of the company are always central to our capital allocation decisions and the strategic direction we've chosen for the enterprise.

Sincerely,



William R. Burleigh  
Chairman



Kenneth W. Lowe  
President and  
Chief Executive Officer



▲ The Scripps National Spelling Bee, the nation's largest, highest profile and longest-running educational promotion, is administered on a not-for-profit basis by Scripps in partnership with about 260 local spelling bee sponsors.



## 225 homes

An hour-long DIY Network special that aired in November focused on Habitat's annual Jimmy Carter Work Project. Habitat built 225 homes in Detroit and Benton Harbor, Mich., during a single week in June.

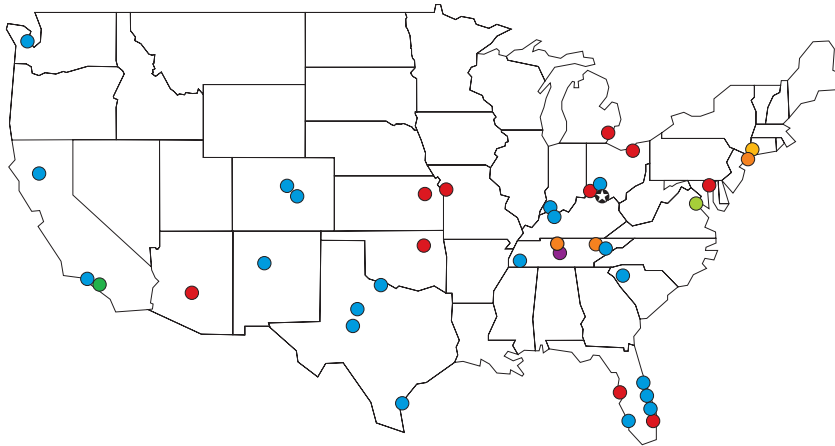


▲ Since 2003, DIY Network has been working in partnership with Habitat for Humanity to eliminate poverty housing worldwide. Habitat's 200,000th home build was sponsored in 2005 by DIY Network in Knoxville, Tenn., where Scripps Networks is headquartered.

The E. W. Scripps Company is a diverse and growing media enterprise with interests in national cable networks, newspaper publishing, broadcast television stations, electronic commerce, interactive media, and licensing and syndication.

The company’s portfolio of media properties includes five national lifestyle television networks; daily and community newspapers in 18 markets; 10 broadcast television stations; a home shopping television network; online search and comparison shopping services; a Washington-based news and feature service; and a licensing and syndication business.

Scripps Networks		
 <p>HGTV.com</p>	<p><b>89.4 million</b> current distribution www.HGTV.com Knoxville, TN</p>	<p><b>HGTV</b> celebrates the emotional center of life – the home. Its wide variety of entertaining, story-driven programming is a combination of helpful information and insights from hosts who are recognized experts in their field. From the unexpected to just plain fun, HGTV brings real people, real places and real life, home. Distributed to more than 89 million U.S. households, HGTV is one of the fastest growing networks in cable television history. Additionally, with more than 6 million unique visitors on average each month, HGTV.com is America’s leading online home and garden destination. Internationally, HGTV owns 33 percent of HGTV Canada and provides much of the Canadian network’s daily programming. HGTV-branded programming can also be seen in 42 countries.</p>
 <p>FOODNETWORK.COM</p>	<p><b>88.7 million</b> current distribution www.FoodNetwork.com New York, NY</p>	<p><b>Food Network</b> is a unique lifestyle network and Web site that strives to surprise and engage viewers with likable hosts, personalities, and the variety of things they do with food. The network is committed to exploring new, different, and interesting ways to approach food – through pop culture, adventure and travel – while also expanding its repertoire of technique-based information. Food Network is distributed to about 89 million U.S. households and 8 million Web site users every month. FoodNetwork.com ranks first among food Web sites. Food Network can be seen in 96 countries.</p>
 <p>diynetwork.com</p>	<p><b>35.6 million</b> current distribution www.DIYnetwork.com Knoxville, TN</p>	<p><b>DIY</b> is an informational and motivational television source that arms viewers with do-it-yourself project instructions and ideas provided by experts in a broad range of categories including home building; home improvement; automotive and boating; crafts; gardening; hobbies; living; and woodworking. DIY’s Web site, www.DIYnetwork.com, features step-by-step instructions for all that you see on-air, totaling more than 15,000 projects online. These companion resources instruct millions of people every day, which is why DIY, now in about 36 million homes, is one of the fastest growing digital networks. DIYnetwork.com consistently attracts about 2 million unique visitors per month.</p>
 <p>FINE LIVING FINELIVING.COM</p>	<p><b>35.7 million</b> current distribution www.FineLiving.com Knoxville, TN</p>	<p><b>Fine Living</b> offers original lifestyle programming that inspires and empowers people to live better. Now available in 36 million U.S. households, Fine Living and its Web site, FineLiving.com, are the ultimate resources for people looking to pursue their passions, realize their dreams and maximize their precious free time. Covering four programming categories – Day Dreaming, Home Living, Life’s Adventures and Buyer’s Guides – Fine Living is an authoritative and entertaining source that simplifies the myriad of options for living a balanced and satisfying life.</p>



**Scripps Media Properties**

- Scripps Networks
- Newspapers
- Broadcast Television
- Shopzilla
- Shop At Home
- United Media
- Scripps Media Center
- ★ Scripps Corporate Headquarters

Scripps Networks		
<p><b>Great American Country (GAC)</b> is America's country music source, with its 24-hour, music-intensive format and the latest in country news and events. As the home of the legendary Grand Ole Opry, GAC is best known for its mix of current and past country music hit videos, original programming, special performances and live concerts. GAC, available in 40 million U.S. households, engages its viewers in a unique way, allowing them to pick their favorite videos each week at GACTV.com for the on-air series, <i>GAC Top 20 Country Countdown</i>.</p>	<p><b>40.5 million</b> current distribution www.GACTV.com Nashville, TN</p>	
Interactive Media		
<p><b>Shopzilla</b> is the most powerful and easiest-to-use shopping search site on the Web. With an index of more than 30 million products from more than 69,000 stores, Shopzilla uses ShopRank, a proprietary patent-pending algorithm, to help shoppers instantly find virtually anything on sale from anyone, anywhere on the Web at the best price. Shopzilla also features powerful comparison tools and BizRate consumer reviews of stores and products, the Web's largest and most trusted consumer feedback network. Every week Shopzilla prepares millions of shoppers to make smarter, more confident purchases and sends them directly to the checkout page of thousands of online merchants. Shopzilla also operates the BizRate consumer feedback network which collects approximately one million fresh reviews per month. Shopzilla powers shopping searches for many of the Web's largest consumer sites, including AOL, Lycos, Time Warner's RoadRunner, and many others. The Los Angeles-based company also operates sites in the United Kingdom, France, and Germany.</p>	<p><b>30.0 million</b> products on line www.Shopzilla.com Los Angeles, CA</p>	
<p><b>Shop At Home Network</b> is a nationally televised home shopping service that sells merchandise through interactive electronic media, including broadcast, cable and satellite television. The company also operates a Web site at www.shopathometv.com. Shop At Home, which is available in 57 million full-time equivalent households, produces programming in digital format at its facilities in Nashville.</p>	<p><b>57.3 million</b> full-time equivalent households www.ShopatHometv.com Nashville, TN</p>	
Licensing and Syndication		
<p><b>United Media</b> is one of the largest licensing agencies in the world, representing brands and creative content in the development and management of licensed merchandise and promotional programs. With a presence across the globe, United Media is responsible for building brand equity through product extension for a long list of classic and up-and-coming properties. United Media syndicates 150 features worldwide, including Miss Manners, Cokie and Steven Roberts, Peanuts and Dilbert through United Feature Syndicate and Newspaper Enterprise Association.</p>	<p><b>150 features worldwide</b> www.comics.com New York, NY</p>	

Scripps newspapers have earned a reputation for editorial excellence and creating innovative solutions for advertisers. Scripps Television Stations, concentrated in the top 40 U.S. markets, are valuable local media franchises.

Scripps Newspapers				
Daily Newspapers				
M = Morning; E = Evening; Circulation figures: Daily   Sunday (\$)				
Rocky Mountain News	Denver, CO	www.rockymountainnews.com	M - 263,000	725,000 (\$)
The Commercial Appeal	Memphis, TN	www.commercialappeal.com	M - 165,000	216,000 (\$)
The Knoxville News-Sentinel	Knoxville, TN	www.knoxnews.com	M - 117,000	150,000 (\$)
Treasure Coast Newspapers (Includes The Stuart News, Press Journal, The Tribune)	Stuart, FL	www.tcpalm.com	M - 100,000	112,000 (\$)
Ventura County Star	Ventura County, CA	www.venturacountystar.com	M - 89,000	100,000 (\$)
Evansville Courier & Press	Evansville, IN	www.courierpress.com	M - 66,000	89,000 (\$)
Naples Daily News	Naples, FL	www.naplesnews.com	M - 58,000	70,000 (\$)
Corpus Christi Caller-Times	Corpus Christi, TX	www.caller.com	M - 50,000	71,000 (\$)
Anderson Independent-Mail	Anderson, SC	www.independentmail.com	M - 36,000	41,000 (\$)
Record Searchlight	Redding, CA	www.redding.com	M - 35,000	39,000 (\$)
The Cincinnati Post (Includes The Kentucky Post)	Cincinnati, OH	www.cincypost.com	E - 34,000	
Abilene Reporter-News	Abilene, TX	www.reporternews.com	M - 30,000	40,000 (\$)
Daily Camera	Boulder, CO	www.thedailycamera.com	M - 32,000	39,000 (\$)
Times Record News	Wichita Falls, TX	www.timesrecordnews.com	M - 30,000	35,000 (\$)
Kitsap Sun	Bremerton, WA	www.kitsapsun.com	M - 30,000	33,000 (\$)
San Angelo Standard-Times	San Angelo, TX	www.sanangelostandardtimes.com	M - 25,000	30,000 (\$)
The Albuquerque Tribune	Albuquerque, NM	www.abqtrib.com	E - 12,000	
The Gleaner	Henderson, KY	www.thegleaner.com	M - 10,000	11,000 (\$)
Community Newspapers		(Weekly, twice weekly or free distribution)		
Anderson Valley Post	Anderson, CA			
Broomfield Enterprise	Broomfield, CO			
Bonita Banner	Bonita Springs, FL			
Colorado Daily	Boulder, CO			
The Courier	Jupiter, FL			
Marco Island Eagle	Marco Island, FL			
The Sebastian Sun	Sebastian, FL			
The Union County Advocate	Morganfield, KY			
News Service		Scripps Media Center (Including Scripps Howard News Service)		
				Washington, DC www.shns.com
Scripps Television Stations				
ABC Affiliates		Market Rank   Share of U.S. households		
WXYZ	Detroit, MI	www.wxyz.com	11	1.8%
WFTS	Tampa, FL	www.wfts.com	12	1.6%
KNXV	Phoenix, AZ	www.knxv.com	14	1.5%
WEWS	Cleveland, OH	www.newsnet5.com	16	1.4%
WMAR	Baltimore, MD	www.wmar.com	24	1.0%
WCPO	Cincinnati, OH	www.wcpo.com	34	0.8%
NBC Affiliates				
KSHB	Kansas City, MO	www.kshb.com	31	0.8%
WPTV	West Palm Beach, FL	www.wptv.com	39	0.7%
KJRH	Tulsa, OK	www.kjrh.com	61	0.5%
Independent				
KMCI	Lawrence, KS	www.kmci.com	31	0.8%



**1.2 million**  
Total Daily Circulation

▲ Scripps daily newspapers, such as *The Commercial Appeal* in Memphis and the *Ventura County (Calif.) Star*, are leading sources for local news and information.

*Based on Audit Bureau of Circulation Publisher's Statements for the 6-month period ended Sept. 30, 2005. Florida figures are for 12-month period, ended Sept. 30.*

*Total Sunday circulation includes the Sunday circulation of the jointly published editions of the Rocky Mountain News and The Denver Post.*

**1.8 million**  
Total Sunday Circulation

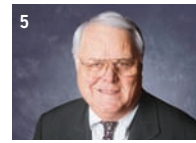


◀ Scripps Networks-branded content created by the Scripps Media Center.

**10%**  
Scripps stations reach 10% of U.S. television households

*Market Rank | TV household figures based on Nielsen local market estimates, November 2005.*

## Board of Directors



### 1 William R. Burleigh, 70

Chairman of the company since May 1999 and Chairman of the Executive Committee since October 2000. He joined the Board of Directors in 1990. He served as President and Chief Executive Officer from May 1996 until September 2000 and was President and Chief Operating Officer from 1994 until 1996. He was elected Executive Vice President in March 1990. Before joining the corporate staff in 1984, he was Editor and President of *The Evansville Press* and Editor of *The Cincinnati Post*. He was promoted to Senior Vice President/Newspapers and Publishing in 1985.

### 2 Kenneth W. Lowe, 55

President and CEO of The E. W. Scripps Company since October 2000. He was named President, Chief Operating Officer and a Director of the company in January 2000. He previously was chairman and CEO of Knoxville-based Scripps Networks. He joined Scripps in 1980 and in 1988 became Vice President/Programming, Promotion and Marketing for the company's network-affiliated television stations before founding HGTV in 1994.

### 3 Paul K. Scripps, 60

Retired Vice President/Newspapers, The E.W. Scripps Company. Director since 1986.

### 4 Edward W. Scripps, 47

Emeritus Trustee, Scripps Howard Foundation. Trustee, The Edward W. Scripps Trust. Director since 1998.

### 5 John H.

**Burlingame, 72**  
Retired Partner, Baker & Hostetler. Director since 1988.

### 6 David A. Galloway, 62

Corporate Director; retired President and CEO, Torstar Corp. Director since 2002.

### 7 Nicholas B.

**Paumgarten, 60**  
Chairman, Corsair Capital LLC. Director since 1988.

### 8 Ronald W. Tysoe, 52

Vice Chairman, Federated Department Stores Inc. Director since 1996.

### 9 Julie A. Wrigley, 57

President and CEO, Wrigley Investments LLC. Director since 1997.

### 10 Nancy E.

**Scagliotti, 60**  
Chairman, Board of Directors, The Union Leader Corp. Trustee, The Edward W. Scripps Trust. Director since 1999.

### 11 Jarl Mohn, 54

Trustee, Mohn Family Trust; retired President & Chief Executive Officer, Liberty Digital Inc. Director since 2002.

### 12 Jeffrey Sagansky, 54

Chairman, Ardustry Home Entertainment; Chairman, People's Choice Cable TV; Former President, CBS Entertainment. Former CEO, Paxson Communications. Director since 2003.

## Corporate Officers



### 1 Richard A. Boehne, 49

Executive Vice President since 1999. He served as Vice President/Communications and Investor Relations from 1995 to 1999. He joined the corporate staff in 1988 as Manager/Corporate Communications and was promoted to Director/Corporate Communications and Investor Relations in 1989. Before moving to headquarters, he was a business reporter and editor at *The Cincinnati Post*.

### 2 Joseph G. NeCastro, 49

Senior Vice President and Chief Financial Officer. Joined Scripps in 2002 after serving four years as Chief Financial Officer for Penton Media Inc. in Cleveland. From 1995 to 1998, served as Chief Financial Officer for The Readers Digest Association Inc.'s U.S. company, and Vice President and Corporate Controller from 1993 to 1995. At U.S. *News & World Report*, Vice President and Treasurer, 1990 to 1993, and Director of Finance, 1987 to 1990.

### 3 Tim A. Peterman, 38

Senior Vice President/Interactive Media since November 2005. Joined Scripps in 2002 as Vice President/Corporate Development after serving three years at Interactive Corp., first as Chief Financial Officer, Broadcast, and then as Chief Financial Officer, Cable Television. Prior to Interactive Corp., held senior financial management positions at Sinclair Communications Inc. and Tribune Company. Peterman is a Certified Public Accountant.

### 4 William B. Peterson, 62

Senior Vice President/Scripps Television Station Group since May 2004. Vice President/Station Operations, January 2004 to May 2005. Joined Scripps in 2001 as Vice President/General Manager of *WPTV-TV* in West Palm Beach, Fla.; Vice President/General Manager, *WRAL-TV*, the CBS network affiliate in Raleigh, N.C., 1999 to 2001.

### 5 Anatolio B. Cruz III, 47

Senior Vice President and General Counsel since March 2004. Came to Scripps from BET Holdings Inc. where he was Vice President, Deputy General Counsel and Assistant Secretary, beginning in 1999. Attorney practicing in media law and transactions with the law firm of Wiley, Rein & Fielding before joining BET. Cruz is a captain in the U.S. Naval Reserve.

**Mark G. Contreras, 44**  
Vice President/  
Newspaper Operations

**Mark S. Hale, 46**  
Vice President/  
Technology Operations

**Lori A. Hickok, 42**  
Vice President and  
Controller

### 6 John F. Lansing, 48

Senior Vice President and President, Scripps Networks. Executive Vice President, Scripps Networks, from January 2004 to January 2005; Senior Vice President/Scripps Television Station Group, 2002 to 2004. Vice President/Scripps Television Station Group, 2001 to 2002. He served as Vice President/General Manager of *WEWS-TV*, Cleveland, 1997 to 2001; Vice President/Station Manager, *WXYZ-TV*, Detroit, 1995 to 1997. News director, *WBBM-TV*, Chicago, 1993 to 1995. News director, *WCCO-TV* Minneapolis, 1990 to 1993.

### 7 Jennifer L. Weber, 39

Senior Vice President/Human Resources since September 2005. Joined Scripps after three years as managing partner of the Towers Perrin Human Resources Services office in Cincinnati. Served as Human Resources Consultant for Towers Perrin beginning in 1994; named Towers Perrin Partner in 2001.

### 8 Frank Gardner, 63

Senior Vice President and Chairman of Scripps Networks, retired, December 2005. Senior Vice President/Interactive Media from 2000 to 2001. Senior Vice President/Television from 1993-2000. He returned to Scripps in 1993 from FOX Broadcasting Company, where he was Senior Vice President/News Programming. His FOX tenure followed an affiliation with Scripps stations dating back to 1976, including Corporate Vice President in charge of news programming.

**Mary Denise Kuprionis, 49**  
Vice President, Corporate  
Secretary and Director  
of Legal Affairs

**Mark Schuermann, 34**  
Assistant Treasurer

**Timothy E. Stautberg, 43**  
Vice President/  
Communications and  
Investor Relations

**E. John Wolfzorn, 60**  
Vice President and Treasurer

## The E.W. Scripps Company Mission

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The E.W. Scripps Company strives for excellence in the products and services we produce and responsible service to the communities in which we operate. Our purpose is to continue to engage in successful, growing enterprises in the fields of information and entertainment.

The company intends to expand, develop and acquire new products and services, and to pursue new market opportunities. Our focus shall be long-term growth for the benefit of shareholders and employees.

P.O. Box 5380 Cincinnati, Ohio 45201 [www.scripps.com](http://www.scripps.com)

