



Press Contact: Carrie Welch

Phone: 212-401-2420; E-mail: [cwelch@foodnetwork.com](mailto:cwelch@foodnetwork.com)

\*High-res images, show footage, and interviews available upon request.

## **FOOD NETWORK KICKS OFF 2010 WITH HIGHEST-RATED NIGHT EVER!**

***Highest-Rated, Most-Watched Night in Food Network History***

***Number One Network and Show on Cable Sunday Night***

***Highest-Rated Series Premiere, "Worst Cooks in America"***

**NEW YORK – January 5, 2010** – Food Network began the New Year with a bang, posting its highest-rated, most-watched night in Food Network history. The premieres of ***Super Chef Battle: An Iron Chef America Event*** and ***Worst Cooks in America*** combined to attract an average audience of 3.7 million total viewers 2+ and posted a 1.8 adults 25-54 rating, a 28 percent ratings increase over the previous benchmark, according to Nielsen Media Research. Among both total viewers 2+ and the target audience of adults 25-54, Food Network was the highest-rated and most watched network on cable on Sunday night with *Super Chef Battle* also ranking as the highest-rated program on cable.

*Super Chef Battle* garnered 7.6 million viewers on a total viewer 2+ basis, and posted a 2.0 rating among adults 25-54. This made the special the highest-rated and most-watched in the Iron Chef franchise history.

*Worst Cooks in America* also became Food Network's highest-rated and most-watched series premiere in network history, posting a total of four million total viewers 2+ and posting a 1.3 adults 25-54 rating.

###

FOOD NETWORK ([www.foodnetwork.com](http://www.foodnetwork.com)) is a unique lifestyle network, website and magazine that connects viewers to the power and joy of food. The network strives to be viewers' best friend in food and is committed to leading by teaching, inspiring and empowering through its talent and expertise. Food Network is distributed to more than 98 million U.S. households and averages more than 9 million unique web users monthly. In its first year *Food Network Magazine* doubled its rate base and passed the one million circulation mark. Headquartered in New York, Food Network has a growing international presence with programming in more than 150 countries, including 24 hour networks in Great Britain, India, Asia and Africa. Scripps Networks Interactive (NYSE: SNI), which also owns and operates HGTV ([www.hgtv.com](http://www.hgtv.com)), DIY Network ([www.diynetwork.com](http://www.diynetwork.com)), Great American Country ([www.gactv.com](http://www.gactv.com)) and Cooking Channel, is the manager and general partner.