

**HOME & GARDEN TELEVISION TO AIR COMMERCIAL-FREE, LIVE  
COVERAGE OF THE ROSE PARADE® 2004**

**Highlights On Every Float, Band, Equestrian Unit And  
The Rose Parade “Float Cam” Featuring Live Coverage Of Float Construction  
Available On HGTV.com**

**Rose Parade Telecast Is Cornerstone Of A New Year’s Day Filled With Specials,  
Series Premieres And Sneak Previews**

Knoxville, TN – Date XX, 2003 - Home & Garden Television (HGTV) will provide **uninterrupted, live** commercial free coverage of the 115th Tournament of Roses Parade® on Thursday, January 1, 2004 beginning at 11:00 a.m. ET / 8:00 a.m. PT. In addition, HGTV will air a one-hour highlight special of the Rose Parade on Saturday, January 3, 2004 5:00 p.m. ET/PT.

The network's comprehensive coverage will be hosted live from the parade route in Pasadena by HGTV's gardening expert Paul James (host of *Gardening by the Yard*), Master Gardener Rebecca Kolls and veteran TV producer/host Robb Weller.

"We are delighted to celebrate this true national tradition by offering our viewers in-depth, uninterrupted Rose Parade coverage," said Burton Jablin, President, HGTV. "Not only will they see every step of the parade on our network, but they can access complete parade information directly through our website."

In conjunction with the network coverage, HGTV is featuring real-time, behind-the-scenes coverage of float construction on their “Float Cam” on HGTV.com. The website will also provide highlights of the entire 115th Tournament of Roses Parade as well as history, video clips and interesting trivia about the parade. Also, HGTV will offer videotapes and DVDs of its complete coverage. In addition the DVD will include the special, *The Making of the Rose Parade 2004*. Products can be pre-ordered on HGTV.com beginning in December.

Immediately following the live broadcast of the Rose Parade 2004, HGTV invites viewers to stay tuned for the “All Premier New Year,” an exciting line-up of **sneak peeks, new series and specials**: All times are approximate, depending on the time of the conclusion of the Rose Parade.

- *Garden Giants – Bigger & Better* (new special) at 1:15 p.m. ET / 10:15 a.m. PT
- *What Have I Done?!* (new series sneak peek) at 2:15 p.m. ET / 11:15 a.m. PT
- *Designed to Sell* (new series sneak peek) at 2:45 p.m. ET / 11:45 a.m. PT
- *Pet Palaces* (new special) at 3:15 p.m. ET / 12:15 p.m. PT
- *Great Outdoor Kitchens* (new special) at 4:15 p.m. ET / 1:15 p.m. PT
- *Designer Finals* (new series sneak peek) at 5:15 p.m. ET / 2:15 p.m. PT
- *Debbie Travis’s Facelift* (new series sneak peek) at 5:45 p.m. ET / 2:45 p.m. PT
- *HGTV’s Dream Home 2004* (new special) at 7:00 p.m. ET & PT

(more)

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In addition to the broadcast of the parade, HGTV will feature special Rose Parade programming including: *The Making of Rose Parade* at 10:00 a.m. ET / 7:00 a.m. PT, *Homes That Made Hollywood: 40s Film Stars* at 8:00 a.m. ET / 6:00 p.m. PT, *Divine Design* at 9:00 a.m. ET / 4:00 p.m. PT and an encore presentation of *The Making of Rose Parade* at 10:00 a.m. ET / 5:00 p.m. PT.

The theme of this year's Tournament of Roses Parade is "Music, Music, Music," and the Grand Marshal is John Williams, widely-heard composer of orchestra music worldwide, having composed and served as music director for more than ninety films from Harry Potter to Star Wars. In addition to the impact he's had on modern orchestra music through his work with the Boston Pops, he is the winner of five Academy Awards, 18 Grammys, three Golden Globes, four Emmys, five British Academy Awards and numerous gold and platinum records. The parade will feature majestic floral floats, high-stepping equestrian units, and spirited marching bands from around the world, all designed to appeal to the music lover in all of us.

The Tournament of Roses Parade began in 1890 when most of Pasadena's 5,000 residents gathered on January 1 to witness or participate in what would become a holiday tradition. The Tournament's early years featured bicycles and children's carts decorated with flowers from home gardens, and it made the leap into the 20th century with the inclusion of automobiles and the first Rose Bowl football game played in Tournament Park in 1902. Today, flowers from as far away as South Africa and Holland cover the innovative motorized floats and are draped around the necks of stately Percherons, graceful Paso Finos and even several band members.

Home & Garden Television (HGTV) is distributed in more than 83 million U.S. households, making it one of the fastest growing networks in cable television history. Additionally, with nearly 3 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 Japan, Australia, the Netherlands, Germany, Austria, Switzerland, Sweden, Norway, Denmark, Belgium, Greece, Hungary, Poland, Romania, Estonia, Bulgaria, the Czech Republic, the Slovak Republic, Thailand, New Zealand, Malaysia, Brunei, Latvia, Slovenia and the Philippines. Headquartered in Knoxville, Tenn., with offices in New York, Los Angeles, Chicago, Detroit and Atlanta, HGTV is wholly owned by The E.W. Scripps Company (NYSE: SSP), which also operates the Food Network, DIY - Do It Yourself Network and Fine Living, a new network that launched in March 2002.

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