

# Scripps to spin off cable, interactive units

## Business Courier of Cincinnati

[E.W. Scripps Co.](#) announced Tuesday that it will split into two publicly traded companies, one incorporating its fast-growing lifestyle network and the other its more traditional media.

Scripps said it will spin off Scripps Networks into a new company - Scripps Networks Interactive. That will include its cable and satellite networks: HGTV, Food Network, DIY Network, Fine Living Television Network and Great American Country, along with their Internet businesses. It will also incorporate Scripps' interactive business, which includes the shopping services Shopzilla and uSwitch, and their related Web sites.

E.W. Scripps will retain its daily and weekly newspapers in 17 markets; 10 broadcast television stations; United Media, which licenses characters such as the Peanuts gang and syndicates features; and Scripps Media Center in Washington, D.C., which includes the Scripps Howard News Service.

Locally, the company operates WCPO-TV, and the Cincinnati Post and Kentucky Post, both of which will cease publication at the end of the year.

Ken Lowe, currently president and CEO of Scripps, will become president and CEO of Scripps Interactive, according to a news release. Richard Boehne, executive vice president and chief operating officer, is expected to be president and CEO of E.W. Scripps.

"This is an important and logical next step for our shareholders, employees and all other stakeholders who have a direct interest in the success of our media businesses," Lowe said in the release. "It's our intention to create two publicly traded companies, each with a sharpened strategic focus that would foster continued growth, solid operating performance and a clear vision on how best to build on the specific strengths of our national and local media franchises."

The separation will be in the form of a tax-free dividend in Scripps Networks Interactive distributed to all shareholders on a pro-rata basis, Scripps said. It is expected to be completed in the second quarter of 2008, pending approval of the transaction by the [Internal Revenue Service](#) and the [U.S. Securities and Exchange Commission](#).

Both companies will trade on the [New York Stock Exchange](#) and be headquartered in Cincinnati, the company said. Scripps' headquarters on Walnut Street downtown will be aligned to accommodate the two companies, but the company didn't detail what that will involve.

Shares of Scripps (NYSE: SSP) jumped almost 9 percent at the news, up \$3.60 to \$45.88 in Tuesday afternoon trading.

E.W. Scripps, headquartered in Cincinnati, operates cable networks, newspapers, broadcast television stations, electronic commerce and interactive media services.