

World-leading lifestyle channels now available exclusively on beIN

- Four top lifestyle channels will be available exclusively on beIN in MENA from February 1
- Food Network and Fine Living join popular brands HGTV and Travel Channel, which have been available since 2016
- beIN MENA subscribers will now have access to hundreds of hours of engaging home, food and travel programming

DOHA, QATAR – January 31st, 2018 –beIN has today announced that four of the world's leading lifestyle channels – Food Network, Fine Living, HGTV and Travel Channel – will be available exclusively on the platform from February 1.

Food Network and Fine Living will join popular brands HGTV and Travel Channel on the platform, which have been available since 2016. Food Network, the global food and entertainment brand, and Fine Living, which showcases luxury living, will complete beIN MENA's lifestyle offering.

Subscribers will now be able to enjoy hundreds of hours of engaging programming across the home, food and travel genres. Whether it's top tips on renovating homes, a round-up of dream holiday destinations, or recipes to share with loved ones, there is something to inspire every member of the family with Food Network, Fine Living, HGTV and Travel Channel.

Phillip Luff, Managing Director, UK & EMEA Scripps Networks Interactive, said: "We're delighted to be expanding our partnership with beIN, and bringing these hugely popular channels to audiences in MENA. I am confident they will become household favourites, and a one-stop shop for lifestyle inspiration"

Yousef Al-Obaidly, Deputy Chief Executive Officer of beIN MEDIA GROUP said: "We are happy to welcome two additional channels from Scripps Networks Interactive to the beIN MENA platform. Food Network and Fine Living are global leaders in the lifestyle genre, and will further expand our entertainment channels offered up to date in the region."

In February on Food Network, *Ginormous Food* sees host Josh Denny adventure around America in search of the biggest and tastiest foods, and a brand-new series of *Chopped* has contestants go head-to-head to win the \$10,000 cash prize. On Fine Living, Giada prepares home cooked Italian recipes in *Giada At Home* in February, and in March supermodel Rachel Hunter is travelling the world seeking out the best beauty tips in *Rachel Hunter's Tour of Beauty*.

On HGTV in February, *Love It or List It* property experts Hilary Farr and David Visentin help families find their dream property, and *House Hunters International Renovation* sees globetrotting home seekers buy property in foreign markets. In *Mysteries at the Museum Specials* on Travel Channel, Don Wildman is unveiling the mysteries of the most famed landmarks in February, and in March the *Treehouse Guys* are back constructing out of this world tree-house retreats across America.

Food Network, HGTV and Travel Channel are available in the Top Entertainment, Complete and Elite packages on channels 358, 357 and 356. Fine Living is available in the Complete and Elite packages on channel 359. To begin accessing



countless hours of high-quality programming, subscribe to beIN here:
www.beIN.net/subscribe.

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ABOUT SCRIPPS NETWORKS INTERACTIVE

[Scripps Networks Interactive](#) (NYSE: SNI) is one of the leading developers of engaging lifestyle content in the home, food and travel categories for television, the Internet and emerging platforms. The company's lifestyle media portfolio comprises popular television and Internet brands HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel and Great American Country, which collectively engage more than 190 million U.S. consumers each month. International operations include [TVN](#), Poland's premier multi-platform media company; [UKTV](#), an independent commercial joint venture with BBC Worldwide; [Asian Food Channel](#), the first pan-regional TV food network in Asia; and lifestyle channel [Fine Living Network](#). The company's global networks and websites reach millions of consumers across North and South America, Asia, Europe, the Middle East and Africa. Scripps Networks Interactive is headquartered in Knoxville, Tenn. For more information, please visit <http://www.scrippsnetworksinteractive.com>.

About beIN MEDIA GROUP and beIN MENA

beIN MEDIA GROUP, chaired by Nasser AL-KHELAIIFI, is an independent company established in 2014, and the owner of beIN, the leading sport and entertainment global network. beIN is now distributed across 43 countries within Europe, North America, Asia, Australia, Turkey, Middle East and North Africa (MENA).

Aside from building the beIN SPORTS premium network, beIN MEDIA GROUP is expanding beyond sports into entertainment through production and distribution as well as in the digital space. In November 2015, a new platform was launched in MENA including 28 beIN owned channels with 20 related to sports, 4 to movies and 4 to kids, in addition to growing numbers of third party channels. In March 2016, beIN MEDIA GROUP acquired MIRAMAX film studios offering movie production capabilities and a library of over 700 films. beIN MEDIA GROUP acquired Digiturk the leading PAY TV operator in Turkey, in August 2016.

beIN MENA is a multi-genre platform providing exclusive access to prime sporting competitions including: Olympics, FIFA World Cup, UEFA Champions League, football leagues from Europe including Spain's La Liga, England's Premier League, Italy's Serie A, France's Ligue 1, German's League Bundesliga, UEFA Europa League, FIFA Confederation Cup, Copa America; Africa Cup of Nations, CAF Champions League, AFC Champions League, AFC Cup, AFC Asian Cup 2019. Among the world's other most popular sports, tennis (including Roland Garros, US Open, Australian open and Wimbledon as well as the ATP Masters series), basketball (NBA), motorsports (Dakar Rally, NASCAR, Formula1), cycling (Tour de France), rugby (Six Nations) and many more including NFL, MLB and athletics also broadcast by beIN.

beIN MENA also offers complete spectrum of entertainment including blockbuster movies, series and best kids programs through acquiring several exclusive channels like Jeem & Baraem. Stunning local and global entertainment besides best in class sports events all delivered through state of art technology.



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