

Scripps Networks Interactive and MediaWorks Announce Four Lifestyle Media Creators for \$100,000 National Media Accelerator.

Knoxville, Tenn. – Four (4) nationally recognized digital media personalities and lifestyle content creators featured on outlets such as *HGTV* and *YouTube*, among others, have been selected to develop new lifestyle startups as part of a \$100,000 accelerator backed by Scripps Networks Interactive and the Knoxville Entrepreneur Center (KEC).

The first-of-its-kind, media-focused accelerator named MediaWorks is a 12-week program designed to support online content creators and social influencers in launching new startup ventures. The four online media brands that will headline the MediaWorks program beginning in June include:

- [**Travelista Teri**](#): Teri Johnson is the creator, host, and executive producer of Travelista TV, an online video network with a focus on travel, culture, lifestyle and entertainment.
- [**Duzertv**](#): Ryan Van Duzer is a one-man adventure travel machine connecting with nature and people in every corner of the globe.
- [**Engineer Your Space**](#): Isabelle LaRue brings DIY and home design together through simple engineering expertise. With a French style and an engaging personality, she transforms home living spaces for millions of online fans.
- [**Eco-Vegan Gal**](#): Whitney Lauritsen helps viewers to discover and easily prepare delicious and nutritious plant-based food, while making eco-friendly lifestyle decisions every day.

The online media brands have a cumulative following of more than 430,000 on digital channels such as *Instagram*, *Twitter*, and *Facebook*, and close to 15 million views on YouTube.

“I am excited about the potential of MediaWorks,” said Teri Johnson, a participant of the program. “I will be surrounded by media and entrepreneurial experts who understand my vision and want to accelerate the growth of my audience with new, inspiring concepts. I want to create a

new lifestyle venture that adds value to peoples' lives, and MediaWorks offers an extremely focused path to do just that.”

KEC and Scripps Networks Interactive are excited about the potential of the unique accelerator.

“These are extremely well-known brands in Travel, Home, and Food media,” said Jim Biggs, Executive Director, Knoxville Entrepreneur Center. “Our goal is to combine excellent talent with the media wisdom of Scripps Networks Interactive to produce new, innovative concepts for lifestyle media.”

Previous participants in the MediaWorks accelerator include Knoxville-based SpareTime Entertainment, producer of the music video sensation Baracksdubs, which to date has garnered more than 1.3 million *YouTube* subscribers and nearly 300 million views.

The 12-week program will end with a multi-day celebration of innovation and startup culture in Knoxville, Sept. 19-22, 2016.

#

About Knoxville Entrepreneur Center

Knoxville Entrepreneur Center is a business accelerator that supports innovation and entrepreneurs through formal programs, business networks, and collaboration. Created in 2013 as a non-profit, Knoxville Entrepreneur Center’s mission is to build a community where entrepreneurs have access to the capital, customers and talent they need to be successful. For more information, visit www.knoxec.com.

About Scripps Networks Interactive

[Scripps Networks Interactive](#) (Nasdaq: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*. 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 scrippsnetworksinteractive.com.