

NEW YORK, Oct. 3, 2013 /PRNewswire/ -- Scripps Networks Interactive, Inc. (NYSE: [SNI](#)) is launching

ulive

, a new digital lifestyle video site (

www.ulive.com

) and distribution platform.

ulive

curates videos from all of Scripps' brands -- HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel and Great American Country -- plus more than 70 new original video series from Scripps' talent and social media stars and bloggers.

ulive's

online video experience delivers viewers the most trusted lifestyle content for all aspects of their lives in a useful and engaging environment.

"With **ulive** we have created an online destination where anyone can enjoy entertaining and relevant videos for the way you live," said Jeff Meyer, President, **ulive**. "It enables viewers to discover, watch and share what they love the most, across food, home, travel, parenting and wellness -- and this is only the beginning of the site's capabilities and content."

ulive enables Scripps, the leader in lifestyle media, to reach current and new audiences by creating a platform where video content is distributed in a thoughtfully curated way. Additionally, by utilizing a responsive player, **ulive** makes it easier for viewers to watch their favorite videos on any media device. **ulive** brings together content for all facets of life with videos that are instructive, fun and inspiring. The site showcases new original series as well as content from popular Scripps brands.

Written by Australian Business

Two of those originals will launch on ***ulive*** today: *What Will the Maid Think?* from Bert Kreischer

host of The Travel Channel show

Trip Flip

, plus

Bonkers Awesome!

from Joy the Baker, the widely popular food blogger and author. Kreischer's video series will feature his hotel room pranks and the reactions of unsuspecting maids while Joy the Baker, will step out of her kitchen and explore new foods, people and places -- all in the name of fun. Other talent from Scripps featured on the site includes

Genevieve Gorder

(*A Well Designed Life*)

, Kelsey Nixon

(*First Time Mom*)

, Nadia G

(*Sick Kitchens with Nadia G*)

, and

Chris Grundy

(*Grillin' Up the Party*).

Some of the fresh faces

ulive

is introducing include

Summer Bellessa

and

Brooke White

(

The Girls with Glasses: Kid Proof Style)

, Jamie Grayson

(

Jamie Grayson's

Baby Gear Guide)

Craig Ramsay

(

5 Minute Workout Anywhere)

and the family of

Gabrielle and Ben Blair

(

Olive Us

)

.

"Scripps has 20-plus years of forging meaningful relationships with its audiences, and now we have a proprietary video player that will provide our viewers with an enhanced and more engaging experience," said Lisa Choi Owens, Chief Operating Officer of ***ulive***.

Just as this technology benefits current and new viewers, it also works harder for advertisers. ***ulive***

will allow advertisers to reach their desired audiences in more places through ad targeting and placement across all Scripps channels. Ford Motor Company has signed as

ulive's

launch partner and will be integrated into nine custom episodes utilizing three

ulive

talent. The Ford Motor Company's videos will showcase how the brand connects to its customers' lives every day.

"At Ford Motor Company we are consistently seeking opportunities that allow consumers to experience Ford vehicles in a space that is personalized to them," said Erica Bigley, Digital Media Manager of Ford Motor Company. "By sponsoring

ulive

now, it provides us the ability to capture the excitement and the momentum of the launch and to connect with an engaged audience."

About ***ulive***:

ulive is a lifestyle digital video site (www.ulive.com) and distribution platform for the best videos in food, home, travel, parenting and wellness. Owned and operated by Scripps Networks Interactive, Inc. (NYSE:

[SNI](#)), ***ulive*** combines original series with videos from trusted brands including HGTV, Food Network and Travel Channel. The original series will feature Scripps talent fans know and love and social media stars and bloggers such as Joy the Baker (

Bonkers Awesome!

),

Bert Kreischer

(

What Will the Maid Think?

),

Jamie Grayson

(

Jamie Grayson's

Written by Australian Business

Baby Gear Guide

) and

Summer Bellessa

and

Brooke White

(The

Girls with Glasses: Kid Proof Style

).

ulive

brings together videos for all parts of your life to entertain and inspire the way you live.

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