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**UNITED MEDIA PARTNERS WITH ORIGINAL PRODUCTIONS TO
REPRESENT LICENSING RIGHTS FOR THE PRIMETIME EMMY-
NOMINATED SERIES *DEADLIEST CATCH***

New York (April 8, 2008) – United Media (UM), a leading independent licensing and syndication company, today announced an agreement with Original Productions, the production company behind such successful series as *Ice Road Truckers* and *Monster Garage*, wherein United Media will serve as its exclusive merchandise licensing agent for the primetime Emmy-nominated television series *Deadliest Catch*. Effective immediately, United Media will build a licensing program in North America and Canada for *Deadliest Catch* targeting men 25-49 and gift givers of all ages. Initial categories include gaming, packaged goods, promotions, housewares, food, publishing, sporting goods and apparel and accessories.

Now in its fourth season, *Deadliest Catch*, broadcast on Discovery Channel and on air in over 20 countries, airs Tuesday at 9pm EST and is rerun throughout the week with over 50 episodes to-date.

“Original Productions has created a dramatic adventure series with *Deadliest Catch* that has proven its enduring appeal and staying power,” said Joshua Kislevitz, Senior Vice President of Domestic Licensing at United Media. “United Media will focus on unique ‘performance’ merchandise opportunities that *Deadliest Catch* fans will appreciate.”

“We’re thrilled to be working with United Media, and happy for the millions of fans who will now be able to purchase *Deadliest Catch* merchandise,” said Thom Beers, CEO of Original Productions.

More About Deadliest Catch

On the unforgiving, storm-whipped waters of Alaska’s Bering Sea, a small group of brave, hard-bitten men pull their livelihood from beneath the waves. Battling fierce winds, forty-foot swells, and water so cold it can kill you in minutes, the fishermen of *The Deadliest Catch* chase the Alaskan King Crab harvest, risking their lives for a payoff that can bring them more money in a week than most people make in a year. Each episode takes us to America’s last frontier to follow the story of individual skippers and their crews as they take on the world’s deadliest job, where a single misstep can cost you your life, and a good catch can make you your fortune.

United Media is a worldwide licensing and syndication company that focuses on building brand equity around a wide range of creative content. The company recently partnered with Hallmark for the playfully irreverent hoops&yoyo as well as the ever popular “say it like it is” character Maxine. United Media licenses and/or syndicates other properties, including Peanuts, Precious Moments, Dirty Dancing, Televisa’s El Chavo, Mary Engelbreit, Raggedy Ann & Andy, Dilbert, and Fancy Nancy. United Media is an E. W. Scripps Company (NYSE: SSP). For more information, visit www.unitedmedialicensing.com.

Original Productions and CEO / “televisionary” Thom Beers, have created some of the most popular shows on reality tv. From groundbreaking series like *Monster Garage* and *Biker Build-Off* on Discovery Channel, to the hits of today, including *Ice Road Truckers* and *Ax Men* on History, *America’s Port* on National Geographic, and the recently announced additions to the NBC lineup, *America’s Toughest Jobs* and *Shark Taggers*, Original Productions is paving the way for the reality of the future. For more information, visit www.origprod.com.

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