

Valpak and Food Network Cook Up Sweepstakes for a Chance to Win NY Trip, Cookware

(LARGO, FL - Jan. 8, 2010) – [Valpak](#), the Blue Envelope filled with money-saving offers, has ordered up a sweepstakes to help promote [Food Network's](#) newest show, "Worst Cooks in America." Consumers nationwide will have a chance to win delicious prizes, including a trip to attend Food Network's Culinary Boot Camp at its New York City Kitchens.

To enter, participants can either fill out the entry form on www.Valpak.com or, cut-out and complete the registration form printed on the inside of the Valpak envelope; or complete the registration on the Valpak fan page at www.facebook.com/Valpak.

The Valpak's Be a Kitchen Hero sweepstakes runs now through Feb. 12, 2010. The Valpak envelope will showcase the new reality show "[Worst Cooks in America](#)," which features 12 of the most hopeless cooks in the country competing in a high-stakes elimination series. Acclaimed Chefs Anne Burrell and Beau MacMillan each take on a team of six contestants and try to transform them from kitchen zeroes into kitchen heroes.

"Valpak and Food Network together is the perfect recipe and we are thrilled to be a part of this new show," said Deanna Willsey, Director of Corporate Communications at Valpak. "Using the Blue Envelope to promote "Worst Cooks in America" and The Be a Hero Kitchen Sweepstakes is the ideal vehicle for Food Network to help reach more than 44 million consumers," said Willsey.

Prizes include:

- One Grand Prize winner will receive a 3-day/2-night trip for Grand Prize Winner and 1 travel companion to New York City to attend the Culinary Boot Camp at Food Network Kitchens, \$500 spending cash and cookware and cookbooks from the Food Network Store
- 25 First Prize winners will receive a Cook or Be Cooked video game for Wii consoles

For more information or to enter Valpak's Be a Hero Kitchen Sweepstakes, log on to www.Valpak.com. For additional information about "Worst Cooks in America," check out www.FoodNetwork.com/worstcooks. Food Network's "Worst Cook in America" airs on Sunday nights at 10 p.m. ET/9 p.m. CT.

About Valpak®

Valpak, one of the leading direct marketing companies in North America, is owned and operated by Cox Target Media, a subsidiary of Atlanta-based Cox Enterprises, one of the largest media conglomerates in the United States. With nearly 200 franchises throughout the United States and Canada, The Blue Envelope® delivers savings and value to nearly 45 million households each month. Annually, Valpak will distribute some 20 billion offers inserted in more than 513 million envelopes. Valpak also offers digital solutions with www.Valpak.com, an online site for local savings, which has more than 40 million offer views each month. For more information, please contact 1-800-676-6878.

About the Food Network

FOOD NETWORK (www.foodnetwork.com) is a unique lifestyle network, website and magazine that connects viewers to the power and joy of food. The network strives to be viewers' best friend in food and is committed to leading by teaching, inspiring and empowering through its talent and expertise. Food Network is distributed to more

than 98 million U.S. households and averages more than 9 million unique web users monthly. In its first year *Food Network Magazine* doubled its rate base and passed the one million circulation mark. Headquartered in New York, Food Network has a growing international presence with programming in more than 150 countries, including 24 hour networks in Great Britain, India, Asia and Africa. Scripps Networks Interactive (NYSE: SNI), which also owns and operates HGTV (www.hgtv.com), DIY Network (www.diynetwork.com), Great American Country (www.gactv.com) and Cooking Channel, is the manager and general partner.