

**Distribution of Class A Common Shares of Scripps Networks Interactive  
Tax Basis Information for Holders of Class A Common Shares of  
The E. W. Scripps Company**

On July 1, 2008, The E. W. Scripps Company (“EWS”), distributed all of the outstanding Class A Common shares of Scripps Networks Interactive, Inc. (“SNI”) to the holders of record of shares of EWS that were issued and outstanding as of the close of business on June 16, 2008.

**CONSULT YOUR TAX ADVISER**

**The information in this notice represents our general understanding of the application of certain existing U.S. federal income tax laws and regulations relating to the distribution. It does not constitute tax advice and does not purport to be complete or to describe the consequences that may apply to particular categories of shareholders. *As a result, you should consult your own tax adviser regarding the particular consequences of the distribution to you, including the applicability and effect of all U.S. federal, state and local and foreign tax laws.***

You also should read the Information Statement for SNI that was mailed to you (dated June 11, 2008). The section entitled “The Separation—Certain U.S. Federal Income Tax Consequences of the Distribution,” which begins on page 29, contains relevant tax information.

**TAX BASIS INFORMATION**

As described in the Information Statement, you will need to allocate the tax basis in your shares of EWS immediately before the distribution between your shares of EWS and the shares of SNI received in the distribution.

The tax basis in your shares of EWS immediately before the distribution will depend on how you acquired the shares. If you purchased the shares of EWS for cash in the open market, then the tax basis for those shares generally will equal the cost of these shares including commissions or other fees. Special rules apply if you received the shares of EWS as a gift or through some other means.

Generally speaking, the allocation of tax basis between shares of EWS and shares of SNI you received in the distribution is based on their relative fair market values at the time of the distribution. However, U.S. federal tax law does not specifically describe how you should determine the fair market value of the shares for this purpose.

One possible approach for determining the fair market value is to use (i) the official New York Stock Exchange closing price of shares of EWS trading “when issued” on June 30, 2008, which was \$3.07, and (ii) the official New York Stock Exchange closing price of shares of SNI trading “when issued” on June 30, 2008, which was \$38.35. Based on these values, 7.41% of your tax basis in the shares of EWS prior to the distribution should be allocated to your shares of EWS and 92.59% should be allocated to your shares of SNI.

Please note the cost basis data for shares of EWS and SNI contained in this document is provided as an example of one potential method. Other approaches to determine fair market value may also be possible, including the use of the closing prices on July 1, 2008 (instead of June 30, 2008) or the average of the high and low prices on June 30, 2008 or July 1, 2008. You should determine, in consultation with your tax adviser, what approach to use in determining fair market values for shares of EWS and SNI.

We have prepared an example below to illustrate how the tax basis allocation would be applied based on the valuation approach described above.

**Assumptions**

Shares of EWS owned 1,000 shares\*  
 Aggregate tax basis (purchased at \$35/share) \$35,000  
 Shares of SNI received in distribution 1,000 shares

\*If you acquired shares of EWS on more than one occasion, then you will need to perform this calculation separately for each acquisition.

**Allocation of Tax Basis for Distribution**

You must allocate the tax basis between shares of EWS and shares of SNI based on their relative fair market values at the time of the distribution.

Class A Common Shares	Number of Shares	NYSE Closing Price	Fair Market Value of Shares	Percentage of Total Fair Market Value	Allocated Tax Basis
EWS	1,000	\$3.07	\$3,070	7.41% ( $\$3,070 \div [\$3,070 + \$38,350]$ )	\$2,593.50 (7.41% of \$35,000)
SNI	1,000	\$38.35	\$38,350	92.59% ( $\$38,350 \div [\$3,070 + \$38,350]$ )	\$32,406.50 (92.59% of \$35,000)

**REVERSE STOCK SPLIT**

In May, the company announced that the board of directors had approved a one-for-three reverse stock split for shares of EWS. If approved by Class A and Common Voting shareholders in a special shareholders meeting on July 15, 2008, the reverse split will become effective on July 16, 2008. The reverse split will have additional impact on the calculation of your tax basis for EWS shares.

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**To ensure compliance with requirements imposed by the IRS, we inform you that the information in this document does not constitute tax advice and is not intended or written to be used, and cannot be used, for the purposes of avoiding penalties under the Internal Revenue Code.**