

## Scripps Networks unveils new original programming across entertainment, news and sports ahead of upfront event

- Bounce teams with **Kevin Hart's Hartbeat Productions** for new unscripted series "The Silver Fox Squad"
  - Grit to add first-ever originals
  - Scripps News taps veteran journalist **Alisyn Camerota** for new interview series
- Scripps Sports Network will run two series from sports legends **Suzy Kolber, Sanya Richards-Ross**

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**NEW YORK** — Ahead of its annual upfront event, The E.W. Scripps Company (NASDAQ: SSP) has unveiled a dynamic slate of new original programming spanning its entertainment, news and sports networks Bounce, Grit, Scripps News and its new, free streaming television channel Scripps Sports Network.

"Across the Scripps Networks division, we've built a portfolio that reflects the full spectrum of audience passions — from the bold personalities on Bounce to the frontier spirit of Grit, to the importance of unbiased news and the exploding fandom of women's sports," said Keisha Taylor Starr, general manager of Scripps Networks and Scripps' chief marketing officer.

Taylor Starr credited the expansion of the Scripps Networks' lineup to the company's programming team, led by veteran media executive Adam Harman.

"With this next wave of originals, our team is taking Scripps' diverse programming ecosystem to the next level. By expanding into new series, new formats and new platforms, Scripps is delivering more impactful, culturally resonant stories for our viewers and advertisers."

### Bounce back into originals

In partnership with Kevin Hart's Hartbeat and BluSpeed Productions, Bounce will premiere "The Silver Fox Squad," a new unscripted original series celebrating the "grown-man glow-up." Each episode follows The Silver Foxes, the viral brotherhood of stylish, accomplished, impeccably dressed entrepreneurial men over 50 as they share their expertise with men who need help elevating their looks, improving their physical and mental health and more. With sharp taste, real-world wisdom, heart and humor, "The Silver Fox Squad" celebrates confidence, self-respect and masculinity, proving that style and purpose only get stronger with age and that it is never too early, or too late, for transformation.

"The Silver Fox Squad" premieres later this year on Bounce and will air weekly for a 10-week run. The series is executive produced by Kevin Hart, Luke Kelly-Clyne, Meghan Hoffman, Candice Wilson Cherry, Brendon Carter, Harry Ratchford, Joey Wells, Chris Spencer and, for Scripps: Keisha Taylor Starr, Adam Harman and Amira Lewally.

### The next frontier for Grit

The enormously popular network Grit, which showcases bold, brave and legendary action heroes, will add original programming for the first time in its nearly 12-year history. The network has several series in development and is expected to announce its first production shortly.

### Popular and respected journalist joins Scripps News

**Alisyn Camerota**, author and award-winning journalist formerly of CNN and Fox News, will host a new original series on the national streaming news network. "Connected with Alisyn Camerota" will feature in-depth, one-on-one conversations with politicians, journalists, musicians, sports leaders and regular people caught in extraordinary situations. The 30-minute show premieres on Friday, March 27, at 8 p.m. ET with inaugural guest **Don Lemon**. It will run for six consecutive weeks.

### **Streaming sports originals**

As audiences increasingly migrate to streaming to consume premium sports programming, Scripps is launching **Scripps Sports Network** on March 24. The 24/7 free streaming channel will feature a lineup of live sports, encore presentations of fan-favorite sports events and exclusive, original programming led by the network's first two series, both of which will be hosted by contemporary women's sports icons:

- An in-depth conversation series hosted by legendary sports broadcaster **Suzy Kolber**, whose 40-year career has been defined by barrier-breaking and bold reinvention. The new series will feature conversations with trailblazers across the sports world reflecting on how they broke the rules, rewrote the playbook and built transformative careers through unconventional thinking.
- An intimate, evergreen conversation series in which Olympic champion **Sanya Richards-Ross** explores life after gold and the power of reinvention. Richards-Ross sits down one-on-one with athletes, entertainers and everyday heroes navigating their next chapter, proving that reinvention may be the ultimate win.

Scripps will hold its upfront event on Wednesday, March 25, at Barclays Center in Brooklyn, New York.

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#### **About Scripps**

The E.W. Scripps Company (NASDAQ: SSP) is a diversified media company focused on creating connection. As one of the nation's largest local TV broadcasters, Scripps serves communities with quality, objective local journalism and operates a portfolio of about 60 stations in 40 markets. Scripps reaches households across the U.S. with national news outlet Scripps News and popular entertainment brands ION, ION Plus, ION Mystery, Bounce, Grit and Laff. Scripps is the nation's largest holder of broadcast spectrum. Scripps Sports serves professional and college sports leagues, conferences and teams with local market depth and national broadcast reach of up to 100% of TV households. Founded in 1878, Scripps is the steward of the Scripps National Spelling Bee, and its longtime motto is: "Give light and the people will find their own way."