

# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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## TLC.COM BRINGS USERS INTO THE KITCHEN WITH THOUSANDS OF RECIPES AND ORIGINAL ONLINE CONTENT AROUND COOKING AND FOOD

*Hunt's to Be Premier Sponsor for TLCCooking.com*

*Star of Hit Series CAKE BOSS, Buddy Valastro to Debut New Online Short Form Series Featuring Old-World Family Recipes*

(New York) – Dedicated to sharing the extraordinary and unique experiences of family, TLC.com is taking the celebrations of love and life to the table with a new offering of original food and cooking-related content, available at [TLCCooking.com](http://TLCCooking.com). Through comprehensive recipes and menu-planning content, plus culinary programming that explores the interesting, enjoyable and unexpected, TLC.com – also featuring content from HowStuffWorks.com – will offer both solutions and entertainment for eaters of all kinds.

Hunt's, the well-known ConAgra Foods brand of tomatoes and tomato products, is also joining TLC.com at the table with a collaborative online partnership that kicks off today. Hunt's will be the exclusive sponsor of TLC's "Fresh Ideas for Dinner" section featuring integrated and co-branded content including recipes, videos and photos in categories such as Simple Meals and Solutions, Healthy Living and Eating, and Dinner Fun Facts. In addition, Hunt's will be integrated into a new original short-form series featuring Buddy Valastro from TLC's hit show CAKE BOSS, who will share his favorite old-world Italian recipes as handed down to him by his father including Pasta Fra Diavolo and Orecchiette with Broccoli Rabe and Sausage.

"There's an inseparable relationship that exists between family and food, making TLCCooking.com a perfect fit with the TLC brand," said Jody Jones, SVP, Digital Programming and Content Integration. "With a partner like Hunt's who embodies natural goodness and flavor, we can further satisfy the everyday cook and food enthusiast with simple and delicious recipes to be shared with family and friends."

"Integrations of this sort with a partner like TLC are ideal for a brand like Hunt's," said Brett Groom, Vice President, Media, Digital & Social Media at ConAgra Foods. "Not only is our consumer passionate about using the finest ingredients in their cooking and looking for suggestions like Hunt's tomatoes on [TLCcooking.com](http://TLCcooking.com), but the truly integrated content allows us to have a valuable partnership with a high profile property."

TLC's new cooking content will also be available to a wider audience, through the reach of our distribution partners.

### ABOUT DISCOVERY COMMUNICATIONS

Discovery Communications is the world's number-one nonfiction media company reaching more than 1.5

billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. Discovery Communications is owned by Discovery Holding Company (NASDAQ: DISCA, DISCB), Advance/Newhouse Communications and John S. Hendricks, Discovery's founder and chairman. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

#### **ABOUT HUNT'S TOMATOES**

It's been more than 100 years since Joseph and William Hunt founded the Hunt Brothers Packing Company in Oakdale, Calif. Since then, Hunt's has grown to become one of the largest tomato processors in the world, offering a complete line of tomato products. This includes Hunt's diced, whole, and stewed varieties, which go from vine to can in hours and are flash steamed to help keep their backyard-garden-fresh taste all year long. All varieties are available at grocery and mass retailers nationwide.

From its inception, Hunt's has gained an unprecedented knowledge of everything tomato. From locating the perfect fields to developing all-natural processing methods that ensure superior quality and consistent flavor, Hunt's is committed to providing great-tasting products that enrich family meals. Owned by ConAgra Foods, Hunt's continues to innovate and introduce exciting new products. Hunt's rich history, extensive tomato knowledge and unparalleled dedication to quality set the brand apart, and that's why the world looks to Hunt's as the Tomato Expert.

#### **ABOUT CONAGRA FOODS**

ConAgra Foods, Inc., (NYSE: CAG) is one of North America's leading food companies, with brands in 97 percent of America's households. Consumers find *Banquet*, *Chef Boyardee*, *Egg Beaters*, *Healthy Choice*, *Hebrew National*, *Hunt's*, *Marie Callender's*, *Orville Redenbacher's*, *PAM*, *Peter Pan*, *Reddi-wip* and many other ConAgra Foods brands in grocery, convenience, mass merchandise, and club stores. ConAgra Foods also has a strong business-to-business presence, supplying potato, other vegetable, spice and grain products to a variety of well-known restaurants, foodservice operators and commercial customers. For more information, please visit us at [www.conagrafoods.com](http://www.conagrafoods.com).

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