

Delaware North Companies Sportservice launches partnership by introducing Food Network dishes in Progressive Field suites

CLEVELAND (May 4, 2010) -- Delaware North Companies and Food Network today launched their partnership by introducing a menu of Food Network-created dishes for Cleveland Indians fans in the suites at Progressive Field.

The suite menus feature ala carte selections in portions serving six people. For May, the menu includes beef short rib cobbler with Buffalo chicken macaroni and cheese and a salad featuring wedges of iceberg lettuce with peppery blue cheese dressing. New selections will be featured every two months, beginning in June.

Food Network, one of the most popular lifestyle networks on television, and Delaware North entered into a partnership in March to develop new menu, restaurant and retail concepts for the hospitality and food service provider's locations across North America.

In the first phase of the multiyear agreement, Food Network's deep team of chefs at its test kitchen in New York City have created signature dishes for suite menus as Delaware North's Sportservice division introduces the partnership to its Major League Baseball clients.

Sportservice Regional Executive Chef James Major, the principle chef at Progressive Field, is overseeing the launch in Cleveland and will assist other Sportservice chefs in introducing the Food Network-branded menu items at other ballparks in the coming weeks. Sportservice also operates concessions and premium dining for the Milwaukee Brewers' Miller Park, St. Louis Cardinals at Busch Stadium, Cincinnati Reds at Great American Ballpark, Minnesota Twins at Target Field, Detroit Tigers at Comerica Park, San Diego Padres at PETCO Park and Texas Rangers at Rangers Ballpark at Arlington.

Sportservice and Food Network are also working on developing menu items for general concessions later this year at the Chicago White Sox' U.S. Cellular Field and several National Football League stadiums. A full rollout of concession items is planned for 2011 in baseball.

"Food Network is the brand that connects millions of people to the excitement and joy of preparing, learning about and enjoying food," Sportservice President Rick Abramson said. "Food is a huge part of the experience that fans have at sports events, so we are thrilled to be working with Food Network to bring more exciting and delicious dishes to ballparks, stadiums and arenas around the country."

Food Network reaches nearly 100 million U.S. television households with popular lifestyle programs, including *Iron Chef America*, *Chopped* and *Diners, Drive-Ins & Dives*, and superstar chefs Guy Fieri, Bobby Flay, Alton Brown, Giada De Laurentiis and others. Its Web site, www.foodnetwork.com, attracts nearly 10 million unique visitors each month. *Food Network Magazine*, with a subscriber base of 1.25 million, is considered one of the most successful magazine launches of the 21st century.

"At Food Network, we are all about feeding people's passions in fun and interesting places," said Sergei Kuharsky, general manager, new business enterprises at Scripps Networks, a division of Scripps Networks Interactive (SNI:NYSE), owner of Food Network. "This partnership with Delaware North Companies allows us to spread our table wider, and deepen Food Network's relationship with viewers who have always wanted to taste what they see us serve up on TV, online and in the magazine."

Delaware North will build and operate the concepts, while Food Network will provide training, brand standards and marketing support. All food, beverage and retail concepts developed as a result

of the partnership will carry the Food Network brand.

“Food Network has the depth of culinary expertise to help us develop new and unique food and beverage concepts and experiences for the millions who dine at the special places where Delaware North operates,” Abramson said.