



KELLY KANE

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VIA EMAIL AND FEDEX OVERNIGHT DELIVERY

September 27, 2021

Lou Borelli
CEO
NCTC
11200 Corporate Avenue
Lenexa, KS 66219

Re: DIY Name Change to Magnolia Network

Dear Lou:

We are excited to announce that DIY Network will become Magnolia Network on January 5, 2022 at 9 p.m. ET/6 p.m. PT.

Guided by Chip and Joanna Gaines' vision, the highly anticipated Magnolia Network will showcase extraordinary stories and authentic talent that will deliver a unique and motivational entertainment destination for your customers. Magnolia Network will feature new, original programs featuring chefs, entrepreneurs, and expert artisans as well as DIY Network fan-favorite series like *Maine Cabin Masters*, *Restoring Galveston*, and *Barnwood Builders*. Magnolia Network's premiere slate includes original series such as *Fixer Upper: Welcome Home*, *Magnolia Table with Joanna Gaines*, *Restoration Road with Clint Harp*, *Home Work*, *The Lost Kitchen*, *Family Dinner*, *The Johnnyswim Show*, *Super Dad* and more, in addition to the full, five-season *Fixer Upper* library.

To support your customer communication efforts, we will have creative assets including logos and imagery available soon. Please reach out to your Discovery representative or check out discoveryaffiliate.com for your marketing and programming needs.

We greatly value your partnership and are thrilled to bring the very best in lifestyle programming to your customers. On behalf of everyone at Discovery, thank you for your continued support.

Sincere regards,

A handwritten signature in black ink that reads "Kelly Kane".

Kelly Kane
Senior Vice President, Partner Marketing & National Accounts

cc: Judy Meyka, NCTC
Shelley Thompson, NCTC
General Counsel, NCTC