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**THE STYLE NETWORK TO LAUNCH NEW HOME DESIGN SERIES
"AREA" ON MAY 13**

The Young and the Restless' Lise Simms to Host Half-hour Weekly Series

LOS ANGELES, CA – May 6, 2002 – Style Network today announced the launch of new home design series "**Area**." Hosted by "The Young and the Restless" Lise Simms, "**Area**" will make its debut on **Style** at 9:30 PM ET/PT on Monday, May 13 and then air in its regular Monday 9:30 PM timeslot the following week. **Area's** debut follows the successful launch in February of "The Look for Less," hosted by Elisabeth Filarski and "Glow," hosted by Lynda Lopez.

"We're very excited about the launch of Area, a series that will empower viewers with innovative and comprehensible ideas to make their living spaces more beautiful and inviting," said Stephen Croncota, senior vice president, programming, Style. "Lise Simms, with her savvy approach to decorating and design, is the perfect host to lead the series and a wonderful addition to Style's on-air team."

Area is a practical, exciting and up-to-the-minute home design series tailored for the busy young professional, offering up the latest trends, expert advice and easy and affordable solutions to make our living spaces more beautiful. **Area** inspires viewers to live well by opening up the door to hot products, top values, basic decorating ideas and insider tips to make a home look great. In a fast and fun style, **Area** demystifies décor. Signature segments in each half hour episode are built around common decorating concerns, including solving storage, lighting and other common problems, shopping for both affordable and luxury home furnishings, connecting with top designers, and providing updates on the latest trends. _

With her great eye for design and passion for renovation, **Area's** host Lise (pronounced Lisa) Simms is a full-time actress who has a longstanding, recurring role as Victor Newman's assistant Connie Wayne on "The Young and The Restless." She also worked with Kevin Costner on the motion picture "Dragonfly."

Style, the fashion, beauty, home, and entertaining network, was launched October 1, 1998 by E! Networks in response to increasing viewer demand for additional mainstream programming devoted to style and the people and events that shape one's personal style. **Style** features a full slate of original series and specials that cover fashion, beauty, home, dining, travel and entertaining utilizing experts from across the style spectrum to inspire viewers to express their own personal style. Based in Los Angeles, **Style** currently counts 22 million with commitments to reach 40 million viewers by 2004.

Lise Simms

Host, "Area"

As host of **Style**'s new interior and home design series "Area," Lise Simms brings her great eye for design and passion for renovation to the network. In addition to her hosting duties, Simms is a full-time actress who currently can be seen working with Kevin Costner in "Dragonfly" and as Victor Newman's assistant Connie Wayne on "The Young and The Restless."

From the stage to the small-screen, Lise's career has encompassed virtually every area of entertainment. She has starred in countless plays including "Other Peoples Money," "Mame," "Can Can," "They're Playing Our Song," "Sweet Charity," and "Bye Bye Birdie." She was also a member of the original LA cast of "Beauty and the Beast" and toured the world for over two years with "A Chorus Line." You may also recognize her from her TV roles on "Friends," "Providence," "Mad TV," "Third Rock from the Sun," and many more.

Lise began her career at the age of thirteen and has worked with such notables as Betty White, Jason Alexander, Lynn Redgrave, Lucie Arnaz, Courtney Cox, and Marie Osmond. In 1988, she performed with Marvin Hamlisch and Shirley Jones for President and Mrs. Reagan in "The Great Performances at the White House" series, which aired on PBS.

Lise is the sixth of nine children raised by Bill and Jacque Simms in southern Colorado. Her father is a watercolor artist. She attributes her great eye for design to her parents who now live in the national historic R.T. Frazier home. Frequently asked by friends and family members for her decorating advice and expertise, Simms is currently renovating her 1947 Hollywood Colonial.

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