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Zeesman Communications, Inc.

Environetics Transforms Gemstar-TV Guide International Inc's Corporate Headquarters to Reflect a Positive, Forward-Thinking, Multi-media, Global Business

Consistent use of materials and colors creates a light, airy environment that carries across the four-floor and 55,000 sf office complex.

LOS ANGELES, Calif., November 29, 2006 – Building on the concept that first impressions are the most important, Gemstar-TV Guide International, Inc., contracted with Environetics, a full-service interior architectural design and space-planning firm, to create a “first impression” that reflects and articulates a brand environment consistent with the “new” TV Guide – a positive, forward-thinking, multi-media, global business.

“Environetics clearly understood our CEO Rich Battista’s vision to create a bright, light and open space that spoke to visitors of a stable, progressive enterprise,” said, Ann Proctor, Facilities Manager, Gemstar-TV Guide International. “The new reception areas helped transform our facilities from a non-descript, traditional office space, to a rich, hospitable workplace.”

Split among five phases over a 10-month period, the primary focus of the project was the newly designed 12th floor reception suite. Visitors entering this suite from the elevator are embraced by an airiness that leads to the central reception desk. Natural daylight permeates the space through back-painted glass. By leveraging existing furnishings and incorporating warm colors, a soft neutral carpet, and natural woods, the design team lightened the area creating a warm welcoming environment. This combined with metal columns to express strength and a Herringbone patterned tile to create a sense of movement, clearly reflects the powerful nature of this global entertainment giant.

Extending the company’s brand theme throughout the 55,000 sf facility, Environetics designed each of the elevator lobbies on the floors occupied by Gemstar-TV Guide International with a similar look and feel. The continuation of the color palette, materials, and textures clearly identify the offices as part of the Gemstar-TV Guide operations.

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Environetics Spotlights Gemstar/TV Guide International

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“Starting with a clear vision driven by the TV Guide CEO enabled us to create a powerful brand statement using color, texture, light, and design elements, all of which could be carried through to each of the organization’s four lobby areas, building a positive first impression regardless of which floor was visited first,” said Kam Kamran, project designer for Environetics.

Project Facts

Owned or Leased:	Leased
Type/Function of Space:	Corporate Headquarters
Square Footage/Floors:	4 Floors – 55,000 sf
Number of People:	275
Principal in charge:	Mr. Rodney Stone
Project Director:	Mr. Richard Lehman
Designer:	Mr. Kam Kamran
Scope of Services:	Planning, design, construction documents, governmental reviews, project management
Contractors/Suppliers/Sources:	
General Contractor:	MTI Builders
Flooring:	CorTech Flooring
Carpet Manufacturer:	Bentley Prince Street
Specialty Items:	Back painted glass
Other Suppliers:	Casa Dolce Casa

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Environetics Spotlights Gemstar/TV Guide International

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About Gemstar-TV Guide

Gemstar-TV Guide International, Inc. (the “Company”) (NASDAQ: GMST) is a leading media, entertainment and technology company that develops, licenses, markets and distributes technologies, products and services targeted at the television guidance and entertainment needs of consumers worldwide. The Company's businesses include: television media and publishing properties; interactive program guide services and products; and technology and intellectual property licensing. Additional information about the Company can be found at www.gemstartvguide.com.

About Environetics

Environetics is a full-service interior architectural design and space-planning firm that specializes in creating unique work environments that improve employee productivity and enhance brand image. Environetics' diverse staff consists of space planners, architects, interior designers, graphic and industrial designers, estimators and CAD drafters, all collaborating to identify client space needs and deliver interior plans for maximum effectiveness, efficiency and design.