

July 1, 2015



## HSN Rings In Its 38th Birthday With Celebrities, Margaritaville, Exciting New Launches and Vacation Giveaways

*-- 38 FEELS OH SO GREAT AS HSN HOSTS A MONTH-LONG PARTY FEATURING LAUNCHES FROM MARGARITAVILLE AND KELSEY NIXON, AND EXCITING NEW PRODUCTS FROM WENDY WILLIAMS, CURTIS STONE AND MANY MORE --*

ST. PETERSBURG, Fla., July 1, 2015 (GLOBE NEWSWIRE) -- Throughout the month of July, leading direct-to-consumer content retailer HSN will host one of its most exciting birthday celebrations ever to ring in its [38<sup>th</sup> birthday](#) in style. The birthday bash will include never-before-seen partnerships, exclusive launches, celebrity debuts and a vacation giveaway of a lifetime!

38 years of fun and innovation at HSN will be celebrated with the launch of Margaritaville, HSN's first ever Friday Night Game Night fixed programming series, exclusive offers, special programming, HSN Arcade incentives and some of HSN's most exciting partnerships to date!

Following much anticipation, the fast-growing [Margaritaville](#) brand will launch on HSN on July 3 with a beautiful assortment of exclusive and curated products that capture the escapism of island living. Every Friday during the month of July, beginning at 5 p.m. (ET), viewers can enjoy 'It's 5 O'clock Somewhere' Margaritaville programming highlighting the branded merchandise that introduces the island mindset to every home. The collection spans across culinary, Home, Apparel, Electronics, Entertaining and Beauty, featuring exclusive products in every area.

HSN is hosting two summer giveaways to celebrate the Margaritaville launch. The '[Escape to Somewhere](#)' sweepstakes launches today through July 31, giving participants the opportunity to explore the true Margaritaville lifestyle with an all expense paid, 7-day, 6-night trip to the Margaritaville Wyndham Rio Mar resort in Puerto Rico. For those who prefer to bring the Margaritaville party home, HSN launched a social campaign in June where Margaritaville fans were invited to share what Margaritaville was to them on Twitter and Instagram for the chance to win a Margaritaville Block Party for themselves and 25 of their friends in their hometown. The winner will be selected on Friday, July 3, during the 'Five O'Clock Somewhere' show between 5 and 8 p.m. (ET).

HSN will be launching the first-of-its-kind [Friday Night Game Night](#) on July 3 at 8 p.m. Between 8 and 11 p.m. (ET), contestants from the HSN Arcade will be chosen to play one of three games live on air, for the chance to win top prizes. Prizes during the month of July include branded Margaritaville merchandise and ten trip giveaways on Norwegian Cruise

Lines' newest ship, Escape, where winners will embark on a 7-day Caribbean Cruise for two on the Norwegian Escape experiencing the sites from a Balcony Stateroom.

On July 13 and 14, HSN will launch celebrity chef and Cooking Channel personality, [Kelsey Nixon](#), for the debut of her 'Kelsey Nixon Essentials' collection featuring a line of simple, smart kitchen essentials with a modern functionality and vintage aesthetic. Kelsey will appear alongside [Curtis Stone](#) as he debuts his new "Dura" QuanTanium MultiPan.

Celebrity and Host [Wendy Williams](#) will return on July 18 with a new assortment of vibrant, classic, figure-flattering designs that can be worn on any occasion, including a New Twin Print Wrap Dress, Denim Jumpsuit and French Terry Dress, all priced under \$100.

Taking a trip back in time to 1969, HSN will host a music-inspired [Woodstock](#) event on July 23 featuring an HSN Capsule collection of exclusive merchandise brought to you by brand favorites including: Diana Gilman, Jay King, Carlos Falchi and Lyric Culture.

HSN's Birthday celebration will keep shoppers searching daily for a surprise around every corner and will make every hour HAPPY with unexpected offers. Birthday month is a tremendous opportunity for HSN to engage its customers with amazing new items, new designs and pricing and promotional deals, represented on all platforms, including TV, online and mobile.

For more information about HSN's 38<sup>th</sup> Birthday celebration, please visit [HSN.com](#) or join the conversation @HSN on Facebook, Twitter, Instagram and Pinterest using #ItsFunHere.

### **About HSN:**

HSN is a leading interactive entertainment and lifestyle retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, Fashion/Accessories, and Electronics. HSN broadcasts live to 95 million households in the US in HD 24/7 and its website - [HSN.com](#) features more than 50,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, founded 38 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq:HSNI). For more information, please visit [HSN.com](#), or follow @HSN on [Facebook](#) and [Twitter](#).

CONTACT: Media Contact:  
Brad Bohnert  
727-872-7515  
[Brad.bohnert@hsn.net](mailto:Brad.bohnert@hsn.net)

Source: HSN, Inc.