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## **Liberty Interactive Kicks-Off Fifth Annual Women's eCommerce Network**

- Leading Women Executives Guide eCommerce, Media and Technology Entrepreneurs Towards Critical Business Objectives, Milestones
- 2015-2016 Class Convenes at San Francisco Opening Summit

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- Liberty Interactive Corporation ("Liberty Interactive") (Nasdaq: QVCA, QVCB, LVNTA, LVNTB) today announced the 2015-2016 Women's eCommerce Network ("WeCN"), a unique program that pairs established women business leaders and executives (the Council) with early stage eCommerce, media and technology entrepreneurs (the Class) for a six-month mentorship period.

The 2015-2016 program commences with an Opening Summit in San Francisco, where each Class member is paired with two Council members who will guide her through a targeted, business-enhancing project. The six month mentorship period culminates in April with a Closing Summit hosted by Liberty Interactive.

WeCN provides exposure to best practices and emerging trends, as well as networking opportunities with the broader Council through the Summits and an established Alumnae network. The objective of WeCN is to establish business relationships that will increase the likelihood of long-term business success and create a supportive foundation for the next generation of women business leaders and executives.

"We have enjoyed growing the WeCN program since we began supporting it in 2011," said Greg Maffei, Liberty Interactive President and CEO. "Now in its fifth year, we are expanding the program beyond its roots in eCommerce, bringing in highly talented entrepreneurs from media and technology as well. We are impressed by the commitment of the women in this network of outstanding executives. The network broadens each year, and includes women who have not participated as formal Council or Class members."

The 2015-2016 WeCN Council is comprised of distinguished business leaders, entrepreneurs and investors from leading brands and companies. Many served as mentors in 2011, 2012, 2013 and 2014, and are returning again for the fifth year. The Council members are:

- Susan Feldman, Co-Founder & Chief Merchandising Officer, One Kings Lane
- Dayna Grayson, Partner, NEA
- Divya Gugnani, Co-Founder, Wander Beauty; Founding Partner, Concept to Co.
- Eurie Kim, Principal, Forerunner Ventures

- Katrina Lake, Founder & CEO, Stitch Fix
- Jill Layfield, CEO, Backcountry.com
- Dawn Lepore, Former CEO, Drugstore.com
- Barbara Messing, Chief Marketing Officer, TripAdvisor
- Jana Rich, Founder, Rich Talent Group
- Alexandra Wilkis Wilson, Co-Founder & Strategic Advisor, Gilt; Co-Founder & CEO, GLAMSQUAD

Joining the 2015-2016 WeCN Class are entrepreneurs of early-stage eCommerce, media and technology companies. Class members include:

- Catalina Giraldo, Founder & CEO, Naja Intimates
- Caroline Klatt & Dana Stern Gibber, Co-Founders, OhSayNation
- Stephanie Lampkin, Founder & CEO, Blenddoor
- Shilpa Shah & Karla Gallardo, Co-Founders, Cuyana
- Liz Wessel, Co-Founder & CEO, WayUp

Overseeing year five of the program are executives from Liberty Interactive, including Andrea Wong, Liberty Board Member and President of International Production for Sony Pictures Entertainment; Robin Pringle, VP, Liberty Interactive; and Courtnee Ulrich, VP, Liberty Interactive.

Andrea Wong commented, “WeCN’s mentorship program is a structured way for established female leaders to help up-and-coming women entrepreneurs develop their early-stage businesses. As we begin our fifth successful year, the bonds formed between these women are so strong that the conversation and mentorship between them continues well beyond the six-month duration of the mentorship program.”

The fifth WeCN Opening Summit will take place on October 1, 2015 in San Francisco. The day’s agenda includes roundtable discussions and panels on relevant themes such as building a strong team and fundraising.

### **About Liberty Interactive Corporation**

Liberty Interactive Corporation operates and owns interests in a broad range of digital commerce businesses. Those businesses are currently attributed to two tracking stock groups: the QVC Group and the Liberty Ventures Group. The businesses and assets attributed to the QVC Group (Nasdaq: QVCA, QVCB) consist of Liberty Interactive’s subsidiary, QVC, Inc., and its interest in HSN, Inc., and the businesses and assets attributed to the Liberty Ventures Group (Nasdaq: LVNTA, LVNTB) consist of all of Liberty Interactive Corporation’s businesses and assets other than those attributed to the QVC Group, including its interest in Expedia, Interval Leisure Group and FTD, its subsidiaries Bodybuilding.com, CommerceHub, LMC Right Start and Evite, and minority interests in Time Warner, Time Warner Cable and Lending Tree.

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