

May 4, 2015



HSNi Cares Announces Partnership With the Alzheimer's Association

-- HSN, Inc. Brands HSN, Ballard Designs and TravelSmith Activate Cross-Channel Campaign to Support the Alzheimer's Association(R) --

ST. PETERSBURG, Fla., May 4, 2015 (GLOBE NEWSWIRE) -- HSNi Cares, the philanthropic arm of HSN, Inc. (Nasdaq:HSNI), announced today details of a partnership with the Alzheimer's Association[®] that features a number of the interactive multichannel retailer's top brands, including HSN, Ballard Designs and TravelSmith. The campaign is designed to raise funds in support of the charity and also awareness of this life-changing disease.

In collaboration with Rita Hayworth's daughter, Princess Yasmin Aga Khan, HSNi Cares partnered with the Alzheimer's Association to launch a 10-day campaign from May 1 through May 10 to generate awareness for the disease while raising funds to support the mission of the Alzheimer's Association. Celebrating Hayworth's life and paving the way for a stronger understanding of Alzheimer's disease, all brands will activate engaging campaigns across television, digital and catalogs.

"The Alzheimer's Association is proud to partner with HSNi Cares to both raise awareness about Alzheimer's disease and raise critically needed funds for Alzheimer's care, support and research programs, said Maria Carrillo, chief science officer, Alzheimer's Association. "With more than 5 million Americans living with Alzheimer's disease, and more than 15 million people providing care, it is important that we all work together to change the trajectory of this disease and the commitment by HSNi Cares is greatly appreciated."

A centerpiece of the campaign is a two-hour HSN Cares special on May 8 at 7 p.m. featuring the launch of the HSN Cares Rita Hayworth Jewelry Collection, inspired by the legendary actress' classic favorite pieces.

"HSN Cares is proud to partner with the Alzheimer's Association and Princess Yasmin to honor the legacy of Rita Hayworth," said Bill Brand, President, HSN. "We hope to generate widespread awareness for the Alzheimer's Association, while creating meaningful connections through the impactful story of Rita Hayworth's battle with the disease."

Launching on HSN May 8 at 7 p.m., the Rita Hayworth collection features 25 separate pieces of jewelry designed with influence from items in Rita's personal collection including: a 20.7ct CZ 3-Stone Engagement Ring (\$49.95), CZ and Cultured Freshwater Pearl Necklace (\$199.95), Simulated Emerald Necklace & Earrings Set (\$159.95), 23.75ct CZ Marquis and

Pave Bracelet (\$69.95), and more. Tune in to HSN on May 8 to hear Princess Yasmin dial into the show and speak personally about the collection.

HSNi brands Ballard Designs and TravelSmith are also supporting this important cause by providing their customers the opportunity to make a donation over the phones and online through May 16.

For more information about the HSNi Cares' Alzheimer's Association campaign or to donate, please search HSN Cares on HSN.com or visit BallardDesigns.com or TravelSmith.com.

About HSN, Inc.

HSN, Inc. (Nasdaq:HSNI) is a \$3.6 billion interactive multichannel retailer with strong direct-to-consumer expertise among its two operating segments, HSN and Cornerstone. HSNi offers innovative, differentiated retail experiences on TV, online, via mobile devices, in catalogs, and in brick and mortar stores. HSN, a leading interactive multichannel retailer which offers a curated assortment of exclusive products combined with top brand names, now reaches 95 million homes (24 hours a day, seven days a week, live 364 days a year). HSN.com offers a differentiated digital experience by leveraging content, community and commerce. In addition to its existing media platforms, HSN is the industry leader in transactional innovation, including services such as HSN Shop by Remote®, the only service of its kind in the U.S., the HSN Shopping App for mobile handheld devices and HSN on Demand®. Cornerstone comprises leading home and apparel lifestyle brands including Ballard Designs®, Chasing Fireflies®, Frontgate®, Garnet Hill®, Grandin Road®, Improvements® and TravelSmith®. Cornerstone distributes approximately 325 million catalogs annually, operates seven separate digital sales sites and operates 11 retail and outlet stores.

About HSNi Cares

HSNi Cares, the philanthropic arm of HSN, Inc. (Nasdaq:HSNI), is dedicated to empowering women and helping families in times of need locally, nationally and globally. Together with trusted organizations and volunteers we are able to make a difference with hope, love and support.

About the Alzheimer's Association

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. It is the largest nonprofit funder of Alzheimer's research. The Association's mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Its vision is a world without Alzheimer's. Visit alz.org or call 800.272.3900.

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Source: HSN, Inc.