

September 17, 2015



## **HSNi Cares Kicks Off Star Wars-Themed Special Event in Support of the U.S. Fund for UNICEF**

**HSNi CEO Mindy Grossman, U.S. Fund for UNICEF President & CEO Caryl M. Stern and Star Wars Actress Ashley Eckstein to Appear Live on HSN During Primetime Special Benefiting U.S. Fund for UNICEF on September 28**

ST. PETERSBURG, Fla., Sept. 17, 2015 (GLOBE NEWSWIRE) -- HSNi Cares, the philanthropic arm of interactive multichannel retailer HSN, Inc., announced today that it is partnering with Lucasfilm to come together in support of UNICEF's lifesaving work for children. As part of the retailer's third annual national campaign supporting the humanitarian children's organization, HSN will broadcast a special *The Monday Night Show with Adam Freeman: HSN Cares Star Wars Edition* on Monday, September 28 from 7-9 p.m. (ET).

During the 2-hour primetime special, Ashley Eckstein, voice of *Star Wars* character "Ahsoka Tano" and founder of the *Her Universe* sci-fi merchandise brand for female fans, will present exclusive items of *Star Wars* apparel to raise funds for the U.S. Fund for UNICEF. Eckstein will appear on-air alongside CEO of HSNi, Mindy Grossman, and Caryl M. Stern, the President and CEO of the U.S. Fund for UNICEF, to not only raise funds but acknowledge and raise awareness of UNICEF's work to improve and save the lives of children in need.

Viewers can learn about UNICEF's work to provide clean water, lifesaving nutrition, education, medicines and emergency relief to children around the world. As *Star Wars* has been a long-standing supporter of charitable causes, during this event HSN will donate twenty percent of the purchase price for every item featured and sold during the special to the U.S. Fund for UNICEF. In addition to apparel, the selection of *Star Wars* products being sold will include items like a *Star Wars* Walkie Talkie, Stormtrooper Watch, and Darth Vader Cuff Links.

"I recently returned from my second field visit to see UNICEF's programs for children firsthand and was inspired by their work to make a difference in the lives of children," said Mindy Grossman, Chief Executive Officer of HSN, Inc. "I am so proud of HSNi Cares, our partners and customers who support UNICEF's work to make an impact on the lives of children around the world."

HSNi Cares has activated a comprehensive, 360-degree national campaign that runs through September 30 across television, catalogs, digital and social channels, raising funds and awareness in support of UNICEF. All eight HSNi brands – HSN, Frontgate, Grandin

Road, Ballard Designs, Garnet Hill, TravelSmith, Improvements and Chasing Fireflies – have come together to fulfill HSNi Cares goal of empowering women and supporting families in times of need globally, through interactive digital activations and customer donations across their channels.

HSN Cares has also been collaborating with four brand partners – Perlier, Giuliana Rancic, HP and Diane Gilman – who have generously supported the campaign with a donation and will raise funds and awareness for the campaign during their appearances on HSN.

For more information about the HSN Cares campaign for the U.S. Fund for UNICEF or to donate, please visit [HSN.com](http://HSN.com) (keyword HSN Cares).

## **About HSN**

HSN is a leading direct-to-consumer live content 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](http://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](http://HSN.com), or follow @HSN on [Facebook](https://www.facebook.com/HSN) and [Twitter](https://twitter.com/HSN).

## **About HSNi Cares**

HSNi Cares, the philanthropic arm of HSN, Inc., 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 Lucasfilm Ltd.**

Lucasfilm Ltd., a wholly owned subsidiary of The Walt Disney Company, is a global leader in film, television and digital entertainment production. In addition to its motion-picture and television production, the company's activities include visual effects and audio post-production, cutting-edge digital animation and the management of the global merchandising activities for its entertainment properties including the legendary *STAR WARS* and *INDIANA JONES* franchises. Lucasfilm Ltd. is headquartered in northern California.

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CONTACT: Media Contact:  
HSN  
Meliz Andiroglu  
[Meliz.andiroglu@hsn.net](mailto:Meliz.andiroglu@hsn.net)

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