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Liberty Interactive Kicks-Off Second Annual Women's eCommerce Network

- Veterans Guide eCommerce Entrepreneurs Towards Critical Business Objectives, Milestones
- 2013 Class Convenes at Silicon Valley Summit

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- Liberty Interactive Corporation ("Liberty Interactive") (Nasdaq: LINTA, LINTB, LVNTA, LVNTB) today announced the 2013 Women's eCommerce Network (W^eCN), a unique program that pairs established business leaders (the Council) with five early stage eCommerce companies (the Class) for a six-month mentorship period.

The 2013 program commences with a Summit in Silicon Valley, where each Class member is paired with two Council members who will counsel her through a targeted, business-enhancing project. The six-month mentorship period then culminates in April with a graduation ceremony hosted by Liberty Interactive.

The W^eCN provides exposure to best practices and emerging trends, as well as networking opportunities with the broader Council through the Summit and the creation of an Alumni network. "We are pleased to have supported the W^eCN through its successful first year, and are excited to sponsor the program again," said Greg Maffei, Liberty Interactive, President and CEO. "This network is a powerful tool for founders of young eCommerce businesses with real promise."

Joining the W^eCN 2013 Council are distinguished business leaders and entrepreneurs from brands in various growth phases. Many served as mentors in 2012 and return again this year. They are:

Fiona Dias, Chief Strategy Officer, ShopRunner

Susan Feldman, Co-Founder, Chief Merchandising Officer, One Kings Lane

Kirsten Green, Founder & Managing Partner, Forerunner Ventures

Divya Gugnani, Co-Founder, Send the Trend

Jill Layfield, CEO, Backcountry.com

Dawn Lepore, former Chairman, CEO, drugstore.com

Barbara Messing, Chief Marketing Officer, TripAdvisor

Alison Pincus, Co-Founder, Chief Partnership Officer, One Kings Lane

Kathy Savitt, Chief Marketing Officer, Yahoo; Founder, Chairman, Lockerz

Alexandra Wilkis Wilson, Founder, Chief Merchandising Officer, Gilt Groupe

Joining the W^eCN 2013 Class, and as selected through a nomination and application process, are entrepreneurs and founders of early-stage eCommerce companies. Class members include:

Kellee Khalil, Founder and CEO, Lover.ly

Claire Mazur, Co-founder, Of a Kind

Alexis Tryon, Co-Founder and CEO, Artsicle

Olga Vidisheva, Founder and CEO, Shoptiques.com

Christina Wallace, Co-Founder and CEO, Quincy

Also participating in year-two of the program are executives from Liberty Interactive and QVC, including Andrea Wong, Liberty Board Member and President of International Production for Sony Pictures Entertainment, and Claire Watts, CEO, QVC US.

Wong commented, "Nearly all of our Council members have returned for another year which is a testament to the program's value, inspiration and positive energy. The pairings of established and ascending eCommerce leaders are made with real-world business goals in mind. It's about women mentoring and helping each other to enable early stage business to achieve long term success."

The second W^eCN Summit will take place on September 19, 2012 in Silicon Valley. The day's agenda includes discussions on engaging the customer through multiple channels, including social and mobile and building quality leadership teams, and is designed around an intimate format that encourages direct conversations and relationship building.

About Liberty Interactive Corporation

Liberty Interactive Corporation operates and owns interests in a broad range of digital commerce businesses. Those interests are currently attributed to two tracking stock groups: Liberty Interactive Group and Liberty Ventures Group. The Liberty Interactive Group (Nasdaq: LINTA, LINTB) is primarily focused on digital commerce and consists of Liberty Interactive Corporation's subsidiaries Backcountry.com, Bodybuilding.com, [Celebrate Interactive](http://CelebrateInteractive.com) (including [Evite](http://Evite.com) and Liberty Advertising), [CommerceHub](http://CommerceHub.com), [MotoSport](http://MotoSport.com), [Provide Commerce](http://ProvideCommerce.com), [QVC](http://QVC.com), [Right Start](http://RightStart.com), and Liberty Interactive Corporation's interests in [HSN](http://HSN.com) and [Lockerz](http://Lockerz.com). The Liberty Ventures Group (Nasdaq: LVNTA, LVNTB) consists of Liberty Interactive Corporation's non-consolidated assets, including interests in AOL, Expedia, Interval Leisure Group, Time Warner, Time Warner Cable, Tree.com (Lending Tree), TripAdvisor and various green energy investments.

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