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## Danny Seo, Romero Britto and Heather Hall Brands to Launch on iMedia Brands' ShopHQ®

MINNEAPOLIS, Oct. 22, 2019 (GLOBE NEWSWIRE) -- iMedia Brands (NASDAQ: IMBI) announces that its flagship, nationally distributed television network, ShopHQ®, will launch three exciting new brands starting this October through December.

**Naturally Beautiful with Danny Seo**— Through his best-selling books, television programs, products and syndicated column, environmental lifestyle expert Danny Seo shares his creative ideas that have made him America's leading authority on modern, eco-friendly living. On October 25<sup>th</sup> at 2:00 pm ET, Danny will launch his first show celebrating "farm-to-skin" beauty and offering to ShopHQ customers an assortment of natural beauty brands, like Seed PhytoNutrients, Le Prunier, and Intelligent Nutrients. Each brand will have a unique and exciting ingredient and heritage story.

**Romero Britto Launches New Home Brand** – Romero is a Brazilian-born, Miami-made, internationally celebrated painter, serigrapher and sculptor whose work is displayed across the globe. His unique, colorful style creatively blends Pop Art with abstraction. Britto's work has been described as scenes of pure joy and happiness manifested in art. On December 16<sup>th</sup> at 8:00 pm ET, Britto will launch his first show on ShopHQ, which will feature some of his favorite and most popular pieces. Customers will see more and more from Romero this fall and next spring as ShopHQ & Romero collaborate to offer customers an exclusive line of unique home items that celebrate the art and style of this unique artist.

**Heather Hall Launches New Lifestyle Brand, Hall of Style**— Our very own, popular ShopHQ host, Heather Hall, who has over twenty years of modeling and hosting experience in fashion, home, beauty and jewelry, is launching her exclusive lifestyle brand Hall of Style on ShopHQ's network. Heather's style is best described as effortlessly chic with a sophisticated edge. Her collections will focus on creating looks that empower, inspire and motivate her customers to live their best life. Hall's first show on ShopHQ will celebrate her designs in jewelry and will air on November 2<sup>nd</sup> at 6:00 pm ET.

"This is another important step to better engage our customers with vibrant personalities

offering compelling products,” said iMedia Brands CEO Tim Peterman. “I’m humbled by these entrepreneurs’ talent and expertise, and I look forward to sharing their creativity and assortments with the world.”

Customers can shop the collections on [www.shophq.com](http://www.shophq.com) and watch these events on ShopHQ via cable and satellite, mobile app, and the live stream on [www.shophq.com](http://www.shophq.com). ShopHQ airs on DIRECTV channels 73 and 316, DISH Network channel 134, Apple TV, Roku, Amazon Fire TV, select Samsung Smart TVs, YouTube and on the nation's top cable providers.

#### **About iMedia Brands, Inc.**

iMedia Brands, Inc. (NASDAQ: IMBI) is a global interactive media company that manages a growing portfolio of niche, lifestyle television networks and web service businesses, primarily in North America, for both English speaking and, soon, Spanish speaking audiences and customers. Its brand portfolio spans multiple business models and product categories and includes ShopHQ, iMedia Web Services and soon-to-be-launched Bulldog Shopping Network and LaVenta Shopping Network. Please visit [www.imediabrands.com](http://www.imediabrands.com) for more investor information.

#### **Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995**

This release contains statements, estimates, projections, guidance or outlooks that constitute “forward-looking” statements as defined under U.S. federal securities laws. Generally, the words “believe,” “expect,” “intend,” “estimate,” “anticipate,” “plan,” “project,” “should” and similar expressions identify forward-looking statements, which generally are not historical in nature. These statements may contain information about our prospects, including anticipated show, event, or product line launches, and involve risks and uncertainties. We caution that actual results could differ materially from those that management expects, depending on the outcome of certain factors.

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