

April 11, 2022



## **iMedia Promotes Cassie Anliker to President, ShopHQ Networks**

MINNEAPOLIS, April 11, 2022 (GLOBE NEWSWIRE) -- iMedia Brands, Inc. ("iMedia") (NASDAQ: IMBI, IMBIL) announces today that Cassie Anliker has been promoted to President, ShopHQ Networks, effective April 1, 2022. Previously SVP, Merchandising, Cassie will now take on the additional leadership responsibilities for programming, planning, creative and television production for ShopHQ, iMedia Brands' flagship, nationally distributed television network, as well as ShopHQ's sister television networks, ShopBulldogTV, ShopHQHealth, and ShopJewelryHQ.

"Cassie's leadership in merchandising over these past two years has been the driving force in ShopHQ's successful turnaround," said Tim Peterman, CEO of iMedia Brands, "and her 10 years of tenure here demonstrates her commitment to our company and our customers. Cassie is an entrepreneurial leader who demonstrates everyday how to respect ShopHQ's heritage while celebrating current trends. I am proud to announce her in this new role in our organization."

"We have an incredible opportunity to become the trusted entertainment source for the coveted 55+ demographic of U.S. viewers seeking engaging information, products, and services in the wearable categories," said Cassie Anliker President, ShopHQ Networks. "Over the last three years, I feel fortunate to be part of our cultural transformation that has made us relevant again in the eyes of our viewers and I am appreciative of Tim's confidence to help lead our continued innovation."

Cassie Anliker began her career at ShopHQ in 2012 within the Home merchandising category, and quickly assumed additional leadership responsibilities. Cassie is credited with successfully launching several of ShopHQ's most successful brands today, including Mackenzie-Childs and Medic Therapeutics. In 2021, Cassie was appointed Senior Vice President of Merchandising after successfully guiding her to teams to launch over 100 new brands in a two-year period that reversed ShopHQ's 7 year customer file decline trend. In addition, in 2021 Cassie successfully relaunched Christopher & Banks, one of ShopHQ's most popular fashion brands. Cassie holds a BA in English from The University of St. Thomas.

**About ShopHQ Networks**

ShopHQ Networks is part of iMedia's entertainment reporting segment and is comprised of ShopHQ, ShopBulldogTV, ShopHQHealth, and ShopJewelryHQ, a collection of engaging television networks distributed in the United States. ShopHQ, iMedia's flagship network, is available in over 84 million U.S. homes via cable, broadcast, and satellite, as well as through mobile apps and OTT platforms such as Apple TV, Roku, and Amazon Fire TV. ShopHQ has been delivering live entertainment and quality products and services to its customers 24 hours a day, 365 days a year for over thirty years.

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

iMedia Brands, Inc. (NASDAQ: IMBI) is a leading interactive media company capitalizing on the convergence of entertainment, ecommerce, and advertising. The company owns a growing, global portfolio of entertainment, consumer brands and media commerce services businesses that cross promote and exchange data with each other to optimize their consumer engagement experiences and to position the company as the leading single-source partner to television advertisers and consumer brands seeking to entertain and transact with customers.

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

This document may contain certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Any statements contained herein that are not statements of historical fact, including statements regarding the expected impact of COVID-19 on television retailing are forward-looking. The Company often use words such as anticipates, believes, estimates, expects, intends, seeks, predicts, hopes, should, plans, will and similar expressions to identify forward-looking statements. These statements are based on management's current expectations and accordingly are subject to uncertainty and changes in circumstances. Actual results may vary materially from the expectations contained herein due to various important factors, including (but not limited to): variability in consumer preferences, shopping behaviors, spending and debt levels; the general economic and credit environment, including COVID-19; interest rates; seasonal variations in consumer purchasing activities; the ability to achieve the most effective product category mixes to maximize sales and margin objectives; competitive pressures on sales and sales promotions; pricing and gross sales margins; the level of cable and satellite distribution for the Company's programming and the associated fees or estimated cost savings from contract renegotiations; the Company's ability to establish and maintain acceptable commercial terms with third-party vendors and other third parties with whom the Company has contractual relationships, and to successfully manage key vendor and shipping relationships and develop key partnerships and proprietary and exclusive brands; the ability to manage operating expenses successfully and the Company's working capital levels; the ability to remain compliant with the Company's credit facilities covenants; customer

acceptance of the Company's branding strategy and its repositioning as a video commerce Company; the ability to respond to changes in consumer shopping patterns and preferences, and changes in technology and consumer viewing patterns; changes to the Company's management and information systems infrastructure; challenges to the Company's data and information security; changes in governmental or regulatory requirements; including without limitation, regulations of the Federal Communications Commission and Federal Trade Commission, and adverse outcomes from regulatory proceedings; litigation or governmental proceedings affecting the Company's operations; significant events (including disasters, weather events or events attracting significant television coverage) that either cause an interruption of television coverage or that divert viewership from its programming; disruptions in the Company's distribution of its network broadcast to customers; the Company's ability to protect its intellectual property rights; our ability to obtain and retain key executives and employees; the Company's ability to attract new customers and retain existing customers; changes in shipping costs; expenses related to the actions of activist or hostile shareholders; the Company's ability to offer new or innovative products and customer acceptance of the same; changes in customer viewing habits of television programming; and the risks identified under Item 1A(Risk Factors) in the Company's most recently filed Form 10-K and any additional risk factors identified in its periodic reports since the date of such Form 10-K. More detailed information about those factors is set forth in the Company's filings with the Securities and Exchange Commission, including its annual report on Form 10-K, quarterly reports on Form 10-Q, and current reports on Form 8-K. Investors are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date of this announcement. The Company is under no obligation (and expressly disclaim any such obligation) to update or alter its forward-looking statements whether as a result of new information, future events or otherwise.



Source: iMedia Brands, Inc.