

April 28, 2022

The logo for iMedia Brands is displayed on a dark square background with a gold-colored top-right corner. The text "iMEDIA" is in a large, bold, white sans-serif font, and "BRANDS" is in a smaller, bold, white sans-serif font directly below it.

iMEDIA
BRANDS

1-2-3.tv Launches New Gamification Features & Functionality

Launches Voice Recognition IVR For Its Customers

MINNEAPOLIS, April 28, 2022 (GLOBE NEWSWIRE) -- iMedia Brands, Inc. (“iMedia”) (Nasdaq: IMBI, IMBIL) announces today that its wholly owned business unit, 1-2-3.tv, has launched two new gamification features, a state-of-the-art speech synthesis service that simplifies and improves the quality and efficiency of its customers phone ordering process during an auction, and a new promotional format called, Magic Deals, where 1-2-3.tv customers can buy limited amounts of fix-priced products for a limited period on-air and online.

“Emotionally engaging our customers with innovative gamification features and functionality, whether that is on the television, phone or online, is our top priority,” said Jörg Simon, President of 1-2-3.tv. “We love being one of the first TV Retailers offering such customer innovations and it’s great to see already that our customers are enjoying our efforts.”

1-2-3.tv’s proprietary conversational interactive voice response system (CIVR) adds an additional entertainment and convenience factor to the the 6 million plus telephone calls processed annually. Its customers want fast processing, especially in highly dynamic auctions, in order to receive products at the desired price. In addition, voice recognition brings further advantages: with this innovation, 1-2-3.tv is responding to the development that people are increasingly interacting with intelligent voice assistants such as Alexa or Siri and incorporating this type of communication into their everyday lives.

About 1-2-3.tv

123tv, acquired by iMedia in 2021, is a leading interactive media company disrupting Germany’s television retailing marketplace with its expertise in proprietary live and automated auctions that emotionally engages consumers with 123tv’s balanced merchandising mix of compelling products shipped directly to their homes. 123tv reaches consumers via its television network available in 40+ million German and Austrian television households 24 hours a day, 365 days a year and via its online, mobile and over-the-top (“OTT”) digital platforms.

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.