

June 28, 2022



ShopHQ Launches Over 22 New Brands

Joyce Giraud Returns!

MINNEAPOLIS, June 28, 2022 (GLOBE NEWSWIRE) -- iMedia Brands, Inc. ("iMedia") (NASDAQ: IMBI, IMBIL) announced today ShopHQ, iMedia's flagship nationally distributed, live lifestyle television network, has launched over twenty-two new brands so far this year.

"We are fortunate to work with such talented and creative vendors," said Cassie Anliker, President of ShopHQ Networks, "each of which help us continually develop high quality products in our best categories, Beauty, Jewelry, Watches, Fashion and Health, to the delight of our consumers"

Below are several of these ShopHQ brand launches year-to-date:

1. **Joyce Giraud Haircare** is a luxe collection of exotic hair and beauty products brought to us by celebrity Joyce Giraud, including the top-selling Ultimate Hair Strength Pro Supplement. Ms. Giraud returns to ShopHQ after trying out the competition and determining ShopHQ was the best fit.
2. **Orjanic Haircare** is an organic haircare line made with the finest plant-based oils from around the world, brought to us by celebrity hair stylist, Faye Cullina.
3. **LifeVac Medical Devices** feature FDA registered medical devices.
4. **Nikki Lund** fashions are trendy ready-to-wear designs from celebrity Nikki Lund.
5. **Opera D'Arte** is a cutting-edge jewelry line that combines top-quality gemstones with intricate texturing all set in genuine 14 karat gold.
6. **American Beauty** is a classic jewelry line using only natural color gemstones.
7. **Chase Durer Watches** is a premium watch company that features Swiss quartz timepieces for active individuals.

ShopHQ (shophq.com) airs live on national cable operators, national satellite providers, broadcast television and connected television apps on Apple TV, Roku, Amazon Fire TV.

About iMedia Brands, Inc.

iMedia Brands, Inc. 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.

iMedia's common stock is traded on the NASDAQ Global Market stock exchange under the ticker IMBI. iMedia's 8.5% bonds are also publicly traded on the NASDAQ Global Market under the ticker IMBIL and pay holders 8.5% interest quarterly in arrears on March 31, June 30, September 30, and December 31.

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Cautionary Statement Concerning Forward-Looking Statements

This document may contain certain "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Any statements contained herein that are not statements of historical fact, including statements regarding future revenue and adjusted EBITDA are forward-looking. The Company often uses words such as anticipates, believes, estimates, expects, seeks, predicts, should, plans, will, or the negative of these terms and similar expressions to identify forward-looking statements, although not all forward looking-statements contain these words. 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; the Company's 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; logistics costs including the price of gasoline and transportation; and the risks described from time to time in the Company's reports filed with the SEC, including, but not limited to, the Company's most recent 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 disclaims 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.