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Randi Zuckerberg Joins HSN for American Dreams Initiative

Randi Zuckerberg is partnering with HSN to find innovative entrepreneurs as part of HSN's American Dreams series, beginning June 2016

ST. PETERSBURG, Fla., June 06, 2016 (GLOBE NEWSWIRE) -- Leading entertainment and lifestyle retailer, [HSN](#), is collaborating with New York Times bestselling author, Founder and CEO of Zuckerberg Media and digital lifestyle expert Randi Zuckerberg, to discover new entrepreneurs as part of HSN's American Dreams initiative. American Dreams was launched in August 2013 to support passionate entrepreneurs as they introduce innovative products to the marketplace.



"Randi's eye for innovation and knowledge of the consumer industry will bring an integral new perspective to our American Dreams program," said Bill Brand, president, HSN. "From her role as an early executive at Facebook, where she created and ran marketing programs, to her more recent position as host of the SiriusXM show "Dot Complicated," Randi understands the importance of impactful content that drives disruption, especially within the retail space."

Randi is familiar with how entertainment and commerce intersect. Randi will work directly with HSN's team, leveraging her role as an angel investor on Oxygen's *Quit Your Day Job*, to source America's next great entrepreneurs and develop their brands, before introducing them to HSN's 96 million homes. Randi's passion for female entrepreneurs will also serve as an opportunity to bring dynamic new brands to HSN.

"I am so thrilled to be working with HSN," said Zuckerberg. "I have been moved by the many HSN entrepreneurs who were empowered to turn their passion into a business, and can't wait to help discover even more aspiring entrepreneurs with American Dreams."

Randi will be joining HSN's roster of current American Dreams entrepreneurs including: Daymond John, who finds entrepreneurs via ABC's hit show *Shark Tank*; Marc Portney, who finds entrepreneurs via the Science Channel's popular series *All American Makers*; Gregg Smith, who works with Edison Nation, the largest open innovation community and marketplace for independent inventors; Bob Circosta, who manages HSN's "American Dreams Product Portal;" and Akos Jankura, who sources inventors through his *My Cool Inventions* radio talent search. Prospective entrepreneurs can submit their product by visiting the American Dreams page on [HSN](http://www.hsn.com) at <https://productsubmittal.hsn.net> and following the submission instructions.

For more information about HSN and American Dreams please visit <http://www.hsn.com/> and follow our social channels Facebook: <https://www.facebook.com/HSN> Instagram: <https://www.instagram.com/hsn/> and Twitter: <https://twitter.com/hsn>

For more information about Randi Zuckerberg, please follow her social channels Facebook: <https://www.facebook.com/randi> Instagram: <https://www.instagram.com/randizuckerberg> and Twitter: <https://twitter.com/randizuckerberg>

About HSN:

HSN is a leading entertainment and lifestyle retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, Fashion/Accessories, and Electronics. HSN broadcasts live to 95 million households in the US 24/7 and its website - [hsn.com](http://www.hsn.com) features more than 50,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, founded 38 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq:HSNI). For more information, please visit www.HSN.com, or follow @HSN on Facebook and Twitter.

About Randi Zuckerberg:

Randi Zuckerberg is a New York Times Bestselling Author, the founder and CEO of [Zuckerberg Media](http://ZuckerbergMedia.com), host of "Dot Complicated" on SiriusXM and Editor in Chief of DotComplicated.co, an online community helping us navigate and "untangle" our wired, wonderful lives. Randi also served as mentor on Oxygen's show "Quit Your Day Job," as well as executive producer of "DOT.", based off Randi's recent children's book, premiering on CBC and Sprout Fall 2016.

Randi appears regularly on NBC's The TODAY Show, Katie, and CNBC, and has also been seen on CNN, Good Morning America, Fox Business, Bloomberg News, and ABC's World News. She was also a correspondent for the 2011 Golden Globe Awards and the World

Economic Forum in Davos. Randi serves on the United Nations Foundation Global Entrepreneurs Council and the World Economic Forum's Global Council on Social Media.

Randi holds a bachelor's degree in psychology from Harvard University and resides in New York with her husband Brent Tworetzky and their sons Asher and Simi.

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