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HSN, Inc. and Margaritaville Announce First Retail Launch Across Multiple HSNi Brands

Margaritaville's Product Expansion to Feature More Than 200 Product SKUs With HSNi Brands HSN, Frontgate and TravelSmith

ST. PETERSBURG, Fla., May 6, 2015 (GLOBE NEWSWIRE) -- Paradise will soon arrive at HSN, Inc. (Nasdaq:HSNI) through an expansive new partnership with Margaritaville Enterprises that will bring an impressive range of Margaritaville-inspired culinary, home, electronics, beauty and apparel products to HSN and HSNi's Cornerstone division brands, Frontgate and TravelSmith. The largest partnership of the year for HSNi, this new collaboration represents a dynamic new distribution platform for the fast-growing Margaritaville brand, which is influenced by the laid-back, island way of life where "it's always 5 o'clock somewhere."

"We're thrilled to launch this new partnership with HSNi and provide millions of new consumers the opportunity to experience the Margaritaville way of life, wherever their current latitude," said John Cohan, CEO, Margaritaville Enterprises. "From our island-inspired home décor and entertaining products to our frozen concoction makers and apparel, each item in the collection embodies escapism, relaxation, paradise and the Margaritaville state of mind."

"HSN sits at the epicenter of content, community and commerce. We are a platform for storytelling," said Mindy Grossman, CEO of HSN, Inc. "Our partnership with Margaritaville exemplifies our dedication to providing engaging content and unique products to consumers. Margaritaville is a compelling brand with a passionate fan base that we are excited to introduce to our portfolio of HSNi brands."

The Margaritaville-HSNi partnership officially launches today with an assortment of 142 home products appearing on the Frontgate website. This will be supported with a Frontgate catalog mailing to 10 million U.S. homes. In mid-May, HSNi's TravelSmith brand, will offer its customers a curated mix of apparel, swimwear and accessories for both men and women on the TravelSmith website and within its catalog, just in time for the summer travel season.

On July 3, HSN, which is carried in more than 95 million U.S. households, will offer Margaritaville-branded merchandise for the first time, including a mix of Margaritaville's best-selling products and exclusive items created specifically for HSN shoppers. The launch will

coincide with HSN's month-long 38th Birthday celebration and feature a series of "5 O'clock Somewhere" shows each Friday across all of the retailer's platforms – TV, online, mobile and social.

The HSNi brands have curated and created an assortment of product that includes items for every aspect of the home. The HSN Margaritaville collection is perfect for home entertaining, with a range of items that include a Margaritaville Wooden Drink Tray, a set of Pop Top Design Cutting Boards, Salt and Sugar Rimmer Set and much more. Frontgate, the leading brand in aspirational home lifestyle, will be launching an assortment of outdoor furniture and décor, with items like a Quilted Hammock, Floating Pool Speaker, Trinidad Tiki Bar and Pirate Hat with Chip and Dip Serving Bowl. In the realm of travel and leisure, TravelSmith is launching a new collection of Margaritaville apparel including Gingham Linen Shirts, printed Reversible Shorts, Tropical Luau Shorts, Castaway Slip-ons, and more.

As part of the launch, HSN will be hosting a summer-long sweepstakes offering Margaritaville fans the opportunity to win a suite of fabulous prizes. For more information or to enter visit HSN.com/Margaritaville.

About Margaritaville:

Inspired by the lyrics and lifestyle of singer, songwriter and author, Jimmy Buffett, the Margaritaville brand of products, services and experiences provide guests and consumers a tropical escape and the opportunity to enjoy the sights, sounds and tastes of their favorite destination regardless of their current latitude. Since launching its first restaurant location in Key West, Fla. in 1987, Margaritaville has expanded domestically and internationally to restaurants, retail shops, vacation ownership and cruise partnerships, as well as resorts and casinos, including its 349 room flagship luxury resort opening this summer in Hollywood Beach, Florida. Consumers can also enjoy the sights, sounds and tastes of Margaritaville at home through its national radio station on Sirius/XM, retail products including apparel, frozen concoction makers, home décor and food, beverage and spirits lines consisting of Margaritaville tequilas, rums, LandShark Lager and Island Tea. Margaritaville is more than a product or a place, it's a state of mind.

About HSN, Inc.

HSN, Inc. (Nasdaq:HSNI) is a \$3.6 billion interactive multichannel retailer with strong direct-to-consumer expertise among its two operating segments, HSN and Cornerstone. HSNi offers innovative, differentiated retail experiences on TV, online, via mobile devices, in catalogs, and in brick and mortar stores. HSN, a leading interactive multichannel retailer which offers a curated assortment of exclusive products combined with top brand names, now reaches 95 million homes (24 hours a day, seven days a week, live 364 days a year). HSN.com offers a differentiated digital experience by leveraging content, community and commerce. In addition to its existing media platforms, HSN is the industry leader in transactional innovation, including services such as HSN Shop by Remote®, the only service of its kind in the U.S., the HSN Shopping App for mobile handheld devices and HSN on Demand®. Cornerstone comprises leading home and apparel lifestyle brands including Ballard Designs®, Chasing Fireflies®, Frontgate®, Garnet Hill®, Grandin Road®, Improvements® and TravelSmith®. Cornerstone distributes approximately 325 million catalogs annually, operates seven separate digital sales sites and operates 11 retail and outlet stores.

CONTACT: Brad Bohnert
brad.bohnert@hsn.net

Source: HSN, Inc.; Margaritaville Enterprises