

October 13, 2015



HSN, Legendary and Universal Pictures Collaborate for Innovative Entertainment Retail Experience Inspired by *Crimson Peak*

Top Jewelry Designers Roberto Faraone Mennella, Amedeo Scognamiglio, Carol Brodie, Akkad and Heidi Daus Present a Stunning Collection of Romantic, Elegant Jewelry Inspired by the Gothic Romance

ST. PETERSBURG, Fla., Oct. 13, 2015 (GLOBE NEWSWIRE) -- Leading live content retailer HSN is collaborating with Legendary and Universal Pictures to blend desire and darkness with mystery and romance to create an unparalleled entertainment retail experience inspired by Legendary and Universal's *Crimson Peak*. The new film will come to life across all of HSN's platforms – TV, online, mobile and social – through a comprehensive marketing campaign that includes an exclusive collection of elegant jewelry based on the film being presented during two 3-hour live primetime specials on October 13 and 14. Directed by Guillermo del Toro, the gothic romance, which stars Tom Hiddleston, Jessica Chastain, Mia Wasikowska and Charlie Hunnam, opens October 16.

"Storytelling is the foundation of all that we do at HSN and we are excited to share the story of *Crimson Peak* with our millions of customers through engaging product experiences," said Bill Brand, President of HSN. "Our designers have created an assortment of jewelry that is absolutely stunning. These beautiful, dramatic pieces reflect each designer's individual style while capturing the essence of the film."

The *Crimson Peak* movie event will introduce HSN customers to unique, romantic and elegant jewelry pieces that embody the dark and complex love story between the *Crimson Peak* characters. Top HSN jewelry designers and personalities, including Heidi Daus, Carol Brodie, Roberto Faraone, Akkad and Amedeo Scognamiglio, have drawn inspiration from the tantalizing thriller to create some of their most imaginative and inviting jewelry yet.

Exquisite pearls, black onyx, fine gemstones, diamonds and beautifully-crafted cameos are just a part of the expansive movie-based collection that can be found exclusively at HSN. With pieces ranging in price from \$49.95 for a stunning Roberto by RFM Flower Pin to \$1,900 for elegant White Diamond and Ruby Tassel Drop Earrings from Rarities: Fine Jewelry with Carol Brodie, there is something for every woman to enjoy.

The *Crimson Peak* primetime specials will air Tuesday, October 13 and Wednesday, October 14 at 6 p.m. EDT. To shop or learn more about *Crimson Peak*, please visit hsn.com or join

the conversation on @HSN on Facebook, Twitter, Instagram and Pinterest.

Join HSN to catch a glimpse of the movie during the 2-day primetime event for the launch of the *Crimson Peak* jewelry collection.

About *Crimson Peak*:

When her heart is stolen by a seductive stranger, a young woman is swept away to a house atop a mountain of blood-red clay: a place filled with secrets that will haunt her forever. Between desire and darkness, between mystery and madness, lies the truth behind *Crimson Peak*.

From the imagination of director Guillermo del Toro comes a gothic romance starring Tom Hiddleston, Jessica Chastain, Mia Wasikowska and Charlie Hunnam.

www.crimsonpeakmovie.com.

About HSN:

HSN is a leading interactive 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 in HD 24/7 and its website - 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 HSN.com, or follow @HSN on [Facebook](#) and [Twitter](#).

About Universal Partnerships & Licensing:

Universal Partnerships & Licensing (UP&L) oversees NBCUniversal's consumer product and digital licensing for Universal Pictures, NBC Television, Focus Features and Sprout Channel. This dedicated division is also responsible for film, home entertainment and television promotions. UP&L is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

About Legendary Entertainment:

Legendary Entertainment is a leading media company with film (Legendary Pictures), television and digital (Legendary Television and Digital Media) and comics (Legendary Comics) divisions dedicated to owning, producing and delivering content to mainstream audiences with a targeted focus on the powerful fandom demographic. Through complete or joint ownership, Legendary has built a library of marquee media properties and has established itself as a trusted brand which consistently delivers high-quality, commercial entertainment including some of the world's most popular intellectual property. In aggregate, Legendary Pictures-associated productions have realized grosses of more than \$12 billion worldwide at the box office. To learn more visit: www.legendarystudio.com

CONTACT: Media Contact:
Brad Bohnert / HSN
brad.bohnert@hsn.net
727-872-7515

Source: HSN, Inc.