

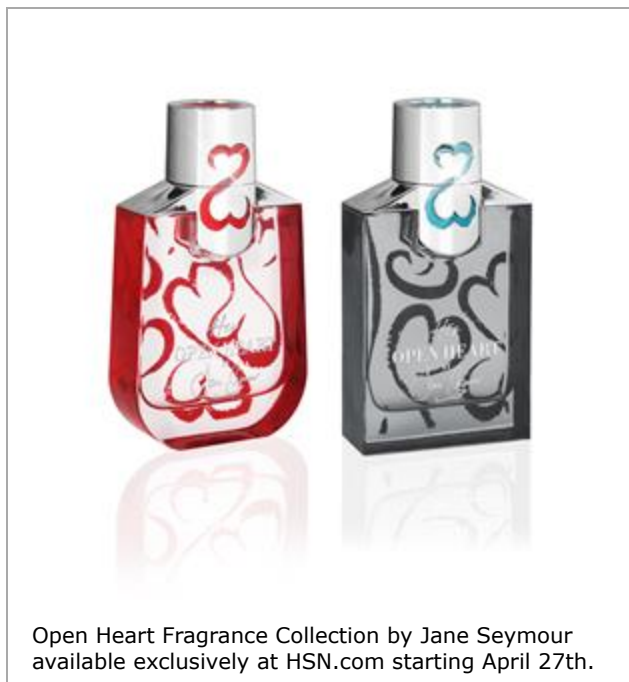
April 3, 2017



Renowned Actress, Artist, Philanthropist, and Author, Jane Seymour, to Launch Open Hearts Fragrance Exclusively on HSN

Portion of Proceeds From His and Hers Fragrances to Benefit Open Heart Foundation

ST. PETERSBURG, Fla., April 03, 2017 (GLOBE NEWSWIRE) -- Entertainment and lifestyle retailer HSN has teamed up with renowned actress, Jane Seymour, to exclusively launch her *Open Hearts* fragrance collection. Available on HSN.com on April 27th, the fragrance arrives just in time for Mother's Day and Father's Day.





A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/766ce1d8-f674-45f5-8ef5-4be4eef10293>

Her Open Heart is a floral and oriental fragrance with top notes of pear, osmanthus and pink peony; middle notes of vanilla orchid, night blooming accord and iris; and dry notes consisting of amyris, sandalwood, cashmere woods and soft suede. *His Open Heart* is woody, aromatic and aqueous, with top notes of fresh bergamot, pink peppercorn, grapefruit and sage; middle notes of calming lavender blossoms, cardamom and bracing pacific aquatic accord; dry notes consisting of rich cashmere musk, blonde woods and oakmoss.

"There is nothing more powerful than a unique scent capable of connecting you with a poignant memory or inspiring you to open your heart to create endless possibilities. To have the opportunity to partner with HSN to produce two world class fragrances inspired by florals from by my own garden is a dream come true. I am particularly proud that a portion of the proceeds go to support the Open Hearts Foundation," stated Jane Seymour.

Jane will appear live on HSN on Monday, May 1st beginning at midnight, and will have multiple on-air appearances, throughout the duration of the day. The *Open Heart* fragrance collection consists of *Her Open Heart* 3.4oz EDP with an HSN exclusive Velvet Jewelry Wrap (\$59.90), *Her Open Heart* .33oz Roller Ball (\$20.00) and *His Open Heart* 3.4oz EDT with Travel Bag (\$65.00). Inspired by her own garden and her love of the ocean, renowned Emmy Award winning actress, Jane Seymour's *Open Heart* Fragrances, helps you to express the beauty of living with an open heart to let love in.

"Jane's creative spirit is eminent not only in her successful acting career which has spanned over four decades, but in her *Open Heart* fragrance collection," said Carmen Bauza, Chief Merchandising Officer, HSN. "A long-time, avid gardener, the floral elements in her garden paired with her inspirational thoughts about love and relationships truly bring this fragrance to life."

In addition to her accolades within her acting career, including both Emmy and Golden Globe Awards, Seymour is an artist, avid painter, designer and celebrated writer, having penned over twelve books in her career. As a philanthropist, Seymour contributes to a variety of causes including Childhelp, The American Red Cross and City Heart and launched the Open Hearts Foundation in 2010. The foundation's mission is to honor and reward those who give selflessly, in the face of adversity and open their hearts to others.

For more information, visit www.HSN.com (keywords: Jane Seymour) or join the conversation @HSN on Facebook and Twitter.

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 approximately 91 million households in the US 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 40 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.

The photo is also available at Newscom, www.newscom.com, and via AP PhotoExpress.

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