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Liberty Media's QVC Unveils One of North Carolina's Largest Solar Projects

- QVC Facility Brought Online for 1-Megawatt Solar Output; Community to Benefit from 3.1 Million Pound Reduction in Carbon Emissions -

ROCKY MOUNT, N.C., Dec. 18 /PRNewswire-FirstCall/ -- Liberty Media's QVC (Nasdaq: LINTA), working with SunPower Corp. (Nasdaq: SPWRA, SPWRB), today unveiled the installation of a 1-megawatt solar electric power farm at the QVC Rocky Mount, Inc. distribution center based in Rocky Mount, NC. The project stands as one of the state's largest renewable energy initiatives to date and furthers Liberty and QVC's commitment to conservation and projects with lower environmental impact. The ground installation of the solar panels completed at the 1,300-employee QVC Rocky Mount campus spans nearly 5 acres. The amount of energy produced by the system annually will result in a significant 3.1 million pound reduction in carbon emissions or the equivalent of removing 259 cars from the road each year. Liberty and QVC are expecting to offset 20% of the facility's annual energy costs.

"Leaders of industry and consumers are motivated by the potential of sustainable business practices," said Greg Maffei, president and CEO at Liberty Media. "We believe it is our responsibility to consider investments in alternatives and solutions that will decrease the environmental impact, and ultimately be good for business. Fulfilling energy needs with renewable resources is one way to make good on that commitment."

The 1-megawatt solar array uses SunPower(R) Tracker solar tracking technology. The system is able to capture up to 25 percent more energy than fixed solar systems by following the sun's movement across the sky, and brings the added benefit of reduced land-use requirements.

"We felt that it was critical for us to pursue ways to support green business practices," said Mike George, QVC's president and CEO. "We see potential in many places, from solar output that supports North Carolina's renewable energy goals, to our recyclable packaging material and consolidation of products shipped to our customers. We're proud of this project and our investment in an energy source that is cleaner, abundant and less taxing on our environment and communities."

According to North Carolina's Renewable Energy and Energy Efficiency Portfolio Standard (REPS), electric cooperatives are now required to obtain up to 10 percent of their energy through renewable resources or energy efficiency measures by 2018 and are required to obtain a percentage of their total power sold to retail customers from solar energy.

Southern Energy Management, a North Carolina-based solar and energy efficiency company, served as SunPower's primary contractor, providing engineering and project management support. The clean energy produced by this solar farm will be carried by Edgecombe-Martin County EMC, a not-for-profit electric cooperative providing electricity to the QVC Rocky Mount campus. North Carolina Electric Membership Corporation (NCEMC) is the purchaser of the electric power, and GreenCo Solutions, Inc., a green cooperative owned by North Carolina's electric cooperatives, is the purchaser of the Renewable Energy Certificates from the facility. The QVC Rocky Mount installation was completed on budget and brought on line ahead of schedule.

About Liberty Media Corporation

Liberty Media Corporation owns interests in a broad range of electronic retailing, media, communications and entertainment businesses. Those interests are attributed to three tracking stock groups: (1) the Liberty Interactive Group (Nasdaq: LINTA), which includes Liberty's interests in QVC.com, Provide Commerce, Backcountry.com, BUYSEASONS, Bodybuilding.com, IAC/InterActiveCorp, and Expedia, (2) the Liberty Entertainment Group (Nasdaq: LMDIA), which includes Liberty's interests in the DIRECTV Group, Inc., Starz Entertainment, FUN Technologies, Inc., GSN, LLC, WildBlue Communications, Inc., and Liberty Sports Holdings LLC, and (3) the Liberty Capital Group (Nasdaq: LCAPA), which includes all businesses, assets and liabilities not attributed to the Interactive Group or the Entertainment Group including its subsidiaries Starz Media, LLC, Atlanta National League Baseball Club, Inc., and TruePosition, Inc., and minority equity investments in Time Warner Inc. and Sprint Nextel Corporation.

About QVC

QVC, Inc., a wholly owned subsidiary of Liberty Media Corporation attributed to the Liberty Interactive Group (Nasdaq: LINTA), is one of the largest multimedia retailers in the world. QVC is committed to providing its customers with thousands of the most innovative and contemporary beauty, fashion, jewelry and home products. Its programming is distributed to more than 166 million homes worldwide. The company's Web site, QVC.com, is ranked among the top general merchant Internet sites. With subsidiaries in the United Kingdom, Germany and Japan, West Chester, Pa.-based QVC has shipped more than a billion packages in its 22-year history. QVC, Q, and the Q Ribbon Logo are registered service marks of ER Marks, Inc.

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