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HSN Receives U.S. Patent Covering Innovative HSN2 Platform

Latest Patent is the Sixth U.S. Patent Awarded to HSN as a Leader in Boundaryless Retail

ST. PETERSBURG, Fla., Sept. 23, 2014 (GLOBE NEWSWIRE) -- On July 1, 2014, HSN, a wholly owned subsidiary of leading interactive multichannel retailer HSN, Inc., was issued **U.S. Patent No. 8,768,781**, containing claims covering innovative aspects of its "HSN2" platform. HSN2 is a second shopping channel offered by HSN. This additional patent highlights the forward-thinking culture at HSN and reinforces the company's position as the industry leader in transactional innovation.

U.S. Patent No. 8,768,781, entitled "**Method and System for Improved E-Commerce Shopping**" covers many of the proprietary features of HSN's "HSN2" platform and is directed to a system and method that provides updated product information to consumers. For example, the claimed system and method provide for the automated transmission of updated, time-sensitive information relating to a product, effectively offering consumers the most up-to-date information about the various products offered on HSN2.

This additional patent is yet another in a series of patents and applications directed to HSN's unique retail shopping platforms which support the company's boundaryless retail experiences. Additional United States and international patent applications have been filed directed to various applications and uses of HSN's proprietary technologies. HSN's Advanced Services team members are authorities in the creation, design, development, installation, integration and testing of direct-to-consumer transactional systems and HSN congratulates its team in the procurement of this additional patent.

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Source: HSN, Inc.