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## **HSN, Inc. Names John Aylward Executive Vice President & Chief Marketing Officer for HSN**

### **Retail Industry Veteran Previously Held Senior Brand Marketing Positions at Starbucks, The Gap & Sony Corporation**

ST. PETERSBURG, Fla., April 22, 2015 (GLOBE NEWSWIRE) -- HSN, Inc., the \$3.6 billion interactive multichannel retailer, today announced that retail industry veteran John Aylward will join the company as executive vice president and chief marketing officer for HSN. Mr. Aylward joins HSN after serving in senior marketing leadership positions at a number of strong consumer brands including DSW, Starbucks, The Gap, Inc. and Sony Corporation.

At HSN, Mr. Aylward will have operating responsibility for the development of the brand and oversee integrated marketing, omni-channel marketing and creative. He will report to Bill Brand, president of HSN and CMO of HSN, Inc.

"I am excited to welcome John to the HSN team," said Mr. Brand. "He is a proven talent with a strong record of achievement across a wide range of consumer-facing brands. His background will help us build on the momentum we achieved last year, which included record sales and customer growth."

Mr. Aylward added, "Everyone in retail today is impressed by the transformational success taking place at HSN. I am looking forward to working with Bill Brand and his team to help accelerate customer engagement, sales and overall brand esteem across all of HSN's platforms."

Mr. Aylward has held senior leadership positions across a range of industries that include fashion/apparel, food and consumer electronics. Most recently, he served as senior vice president and head of marketing, brand engagement and media for DSW, which followed two years as VP of marketing for Starbucks' premium tea division Teavana. He spent seven years, from 2006-2012, at Gap Inc. where he started as senior brand manager for Gap Europe, followed by director of marketing strategy of Gap North America, and then brand director for Gap Europe.

Prior to his work at The Gap, Mr. Aylward spent two years at Sony Corporation in London where he was senior manager of marketing communications for Sony Europe. He started his career in the UK advertising agency business with account management positions at BBH and Grey Advertising.

Mr. Aylward holds his BA and MA degrees in History from the University of Cambridge, UK.

## 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](http://hsn.com) features more than 50,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, founded 37 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq:HSNI). For more information, please visit [www.HSN.com](http://www.HSN.com), or follow @HSN on Facebook and Twitter.

## 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](http://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.

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