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## **HSN Aligns With DreamWorks Animation to Take Customers on a Fun-Filled Adventure Into Kung Fu Panda 3**

### **Leading Animation Studio and Live Content Retailer Team Up to Present Shopping Event Inspired by the Highly Anticipated Animated Film**

ST. PETERSBURG, Fla., Jan. 26, 2016 (GLOBE NEWSWIRE) -- Leading live content retailer [HSN](#) announced today that it is teaming up with [DreamWorks Animation](#) to debut unique products inspired by *Kung Fu Panda 3*, opening in theaters on January 29th.

DreamWorks animators have developed exclusive custom animation to introduce characters from the film into HSN's movie event, which includes 10 hours of dedicated Kung Fu Panda 3 programming throughout the week leading up to the film's release; specifically during the Monday Night Show with Adam Freeman (Monday, January 25<sup>th</sup>, 7-9pm), jewelry programming (Tuesday, January 26<sup>th</sup>, 7-9pm), Ming Tsai programming (Wednesday, January 27<sup>th</sup>, 9-11pm), The Beauty Report with Amy Morrison (Thursday, January 28<sup>th</sup>, 7-9pm), and The List with Colleen Lopez (Thursday, January 28<sup>th</sup>, 9-11pm).

The collaboration features a variety of products across the jewelry, beauty, apparel, accessories, electronics and culinary categories, featuring both curated and licensed merchandise from some of HSN's top designers and brands including: Iris Apfel, Heidi Daus, Korres, Prai, Martino Cartier, Peace Love World, Diane Gilman, Danielle Nicole and others. In addition, HSN's very own chef Ming Tsai, is the voice of a character in the movie, bringing a new level of excitement to HSN's movie events.

The collection draws upon a variety of movie-related themes such as Jade, Food, Black & White, Chinese Artwork & more. Additionally the HSN Arcade features four Kung Fu Panda 3 themed games, allowing customers to further engage in the movie experience.

"Storytelling is at the core of what we do at HSN and Kung Fu Panda 3 is yet another opportunity to infuse a bit of fun into our product assortment and programming as part of our ongoing entertainment strategy," noted Bill Brand, President of HSN. "We are excited to collaborate with DreamWorks Animation for this entertaining and engaging film and cannot wait for Po and Mei Mei to make their HSN debut this week."

For more information and to shop the collection starting today, please visit [hsn.com](http://hsn.com) and join in the conversation on Facebook and Twitter.

For more information about HSN, please visit [www.HSN.com](http://www.HSN.com) and follow our social channels  
Facebook: <https://www.facebook.com/HSN> Instagram: <https://www.instagram.com/hsn/> and  
Twitter: <https://twitter.com/hsn>

### **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.

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Source: HSN, Inc.