

February 4, 2016



HSN Announces Entrepreneur Tory Johnson as Official 'Deal Hunter'

Good Morning America's Tory Johnson Will Bring Exclusive Deals and New Brands to HSN Every Month Beginning February 12th

ST. PETERSBURG, Fla., Feb. 04, 2016 (GLOBE NEWSWIRE) -- Leading live content retailer [HSN](#) announced today that it is partnering with Tory Johnson, longtime contributor to ABC's *Good Morning America* and host of the morning show's popular "Deals & Steals" segment. HSN is collaborating with Johnson to bring exclusive deals and new brands to HSN every month, beginning February 12th from 10-11 p.m. with the premiere of *Tory Johnson: Deal Hunter*.

Leveraging the relationships she has forged with entrepreneurs, Johnson will introduce HSN customers to brands across the jewelry, clothing, accessories and home categories, negotiating exclusive deals at the lowest price on the market. Each deal will be available for a limited time following each of Johnson's 'Deal Hunter' shows. Johnson will scout unique brands to bring to HSN on an ongoing basis.

"People across America have fallen in love with Tory through her 'Deals & Steals' segment on *Good Morning America* and we are excited to be introducing her to our consumers as she sources new and innovative brands for HSN," noted Bill Brand, President of HSN. "We can't wait to give our consumers exclusive access to Tory's style and eye for innovation."

"Leading 'Deals & Steals' on *Good Morning America* allows me to connect with terrific business owners across the country. I'm excited to introduce HSN viewers to my favorites," Johnson says. "With an hour in primetime, it will be an honor to present phenomenal products at significant savings, along with sharing the stories and successes of the creators and entrepreneurs behind the scenes."

For more information, please visit [hsn.com](#) and join in the conversation on Facebook and Twitter.

For more information about HSN, please visit [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>

For more information about Tory Johnson, please visit [www.toryjohnson.com](#) and follow her social channels Facebook: <https://www.facebook.com/tory> Instagram: <https://www.instagram.com/toryjohnson> and Twitter: <https://twitter.com/toryjohnson>

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 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, or follow @HSN on Facebook and Twitter.

Media Contacts:

HSN

Meliz Andiroglu

727.872.4580

Meliz.Andiroglu@hsn.net



Source: HSN, Inc.