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## **HSN, Inc. Announces Carmen Bauza as Executive Vice President and Chief Merchandising Officer for HSN**

### **Seasoned Merchandising Veteran Has Held Senior Leadership Positions at Walmart, L Brands and the Walt Disney Company**

ST. PETERSBURG, Fla., Nov. 07, 2016 (GLOBE NEWSWIRE) -- Interactive multichannel retailer HSN, Inc. (NASDAQ:HSNI) announced today that Carmen Bauza will join the company as executive vice president and chief merchandising officer for HSN. Ms. Bauza comes to HSN with more than 30 years' experience in retail and merchandising, having served in leadership positions at major consumer brands including Walmart, L Brands (formerly Limited Brands, Inc.), Five Below, Inc. and the Walt Disney Company. She will join the company November 28 reporting directly to Bill Brand, President, HSN.

Ms. Bauza will be responsible for the comprehensive management and continuous development of HSN's cross-category product portfolio – including the ongoing expansion of proprietary offerings. Additionally, Ms. Bauza will identify strategic opportunities to enhance cross platform experiences and maximize HSN's vast customer reach through distributed commerce. As retail, technology and consumer behavior continue to evolve, Ms. Bauza will proactively seek innovative ways to engage HSN customers through compelling events and partnerships that complement the company's experiential retail strategy and extend brand reach through exclusivity and product development capability.

"I am extremely pleased to announce the appointment of Carmen Bauza for this critical role. She is a high caliber executive who is known as a consumer-centric brand builder and change agent," said Mindy Grossman, Chief Executive Officer, HSN, Inc. "She will be a strong leader for our experienced merchandising and planning teams, as well as a key member of our executive committee. Carmen's belief in HSN and our unique approach to retail commerce is a testament to our future growth opportunities."

"Carmen is a well-respected leader in the consumer and retail industry, with an unparalleled passion for customers, brand and product, and I welcome her to the team," added Mr. Brand. "She is a highly collaborative, innovative and solutions-focused team player, and will play a critical role in crafting and driving HSN's growth strategy."

Ms. Bauza spent the past ten years as a senior leader at Walmart, most recently serving as the senior vice president for their consumables, health and wellness merchandising division, which includes baby consumables, OTC and optical and chemical and paper goods. That division is one of the largest in the company with a multi-billion dollar sales volume. She also had oversight of innovations and systems in that role. Her previous time at Walmart

included serving as vice president and divisional merchandise manager for their beauty and personal care business, and was credited for the transformation for the category at Walmart. Carmen was also on the Board of Directors for Walmart de Mexico. Prior to joining Walmart, she oversaw seasonal retail for L Brand's Bath and Body Works division, and was responsible for the launch of the new beauty store concept, C.O. Bigelow. Before joining L Brands, she was with Five Below, Inc. where she led all merchandising initiatives for planning, pricing, distribution and sourcing. During her time at the Walt Disney Company, she served as a senior merchandising executive, creating and expanding business opportunities for the company based on emerging market trends, guest demographics and psychographics and synergy opportunities.

"HSN has always been a leader in offering innovative, differentiated retail experiences to its consumers, and I am thrilled to join this dynamic brand," said Ms. Bauza. "Today's consumer is shopping across all channels, looking for convenience and accessibility, but also a reason to buy. That's the power of the HSN platform – they build customer engagement with a mix of unique content, compelling events and a growing portfolio of proprietary products. I've always believed that merchandising is storytelling, and I look forward to strategically growing the business through great experiences and great products."

Ms. Bauza is a graduate of Seton Hill University, where she received a BS in fashion merchandising and business management. She is a member of the board of directors for the National Association of Chain Drug Stores, Network of Executive Women and the Literacy Council of Benton County. She is an executive sponsor of the Hispanic and Latino Associate Resource Group.

### **About HSN, Inc.**

HSN, Inc. (Nasdaq:HSNI) is a \$4 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 approximately 94 million homes (24 hours a day, seven days a week, live 364 days a year). 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®, Frontgate®, Garnet Hill®, Grandin Road® and Improvements®. Cornerstone distributes approximately 290 million catalogs annually, operates five separate digital sales sites and operates 17 retail and outlet stores.

### **About HSN:**

HSN is a leading 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 approximately 94 million households in the US 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 39 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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