

November 7, 2017



Joy Mangano Disrupts Book Industry with Debut of *INVENTING JOY* on HSN

Mangano Debuts First Ever Book on HSN; Pre-Selling More Than 42,000 Copies!

ST. PETERSBURG, Fla., Nov. 07, 2017 (GLOBE NEWSWIRE) -- [HSN's](#) own world famous inventor and designer, Joy Mangano appeared on the entertainment and lifestyle retailer on Saturday, November 4 to give fans an exclusive first look at a hand-signed copy of her first ever book, *INVENTING JOY*, pre-selling more than 42,000 copies leading up to the world launch on November 7th.

The book is an entertaining and binge-worthy read that will unlock the best and brightest version of you. And filled with lively anecdotes, catchy principles, and high-octane inspiration, it serves as a powerful and encouraging blueprint for readers who want to live with more success, confidence, and happiness.

"I am so excited to share my journey with everyone! *INVENTING JOY* was years in the making, and now so many people will be able to benefit from my roller coaster of a life story," said Mangano. "It makes the unbelievable believable because it really happened! Now it's your turn."

The exclusive offer on HSN included a hand-signed copy of the book, plus free readers with a slipcase, an inspirational book mark with \$20 off coupon, a CBS All Access 1-month subscription and a 2-year subscription to *Good Housekeeping* magazine. To coincide with the launch of *INVENTING JOY*, Joy has also partnered with CBS to bring never-before-seen, exclusive video content through CBS's very own subscription streaming service, CBS All Access. The exclusive *INVENTING JOY* video series features Joy and her family and goes beyond the book to provide inspiration and motivation about building your next best chapter.

HSN is the only retailer to carry Joy's entire product assortment. Her record-breaking product introductions include the original Miracle Mop®, Huggable Hangers®, My Little Steamer®, the Clothes It All® Luggage System, MemoryCloud Pillow®, Forever Fragrant® and more. Recognized as one of the most watched personalities in the home shopping industry, Joy has sold over \$3 Billion worth of product throughout the history of her career to date.

INVENTING JOY is now available nationwide. On Thursday, November 9th, Joy kicks-off her cross-country, 10-city bus tour in Chicago, IL.

HSN is the home of Joy and celebrates her success as one of HSN's all-time top-selling brands. To get a copy of INVENTING JOY or to see the rest of Joy's HSN product assortment, visit HSN.com (keyword: Joy Mangano.)

About Ingenious Designs LLC:

IDL is a subsidiary of HSN and was founded in 1991 by its president, Joy Mangano. Joy is one of the most recognized and successful electronic retailing personalities in the industry today. With more than 650 million sold, her famous Huggable Hangers® are in homes across the country! The company is a leader in designing, inventing, and marketing innovative and unique products including the original Miracle Mop®, My Little Steamer®, and the Clothes It All® Luggage System. In addition, IDL has broadened its scope by developing and managing product lines for icon and celebrated supermodel IMAN, celebrity chefs Ming Tsai and Lorena Garcia, Grammy Award®-winning producer Randy Jackson, and Four-time GRAMMY Award®-winner and American Idol judge Keith Urban.

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, or follow @HSN on Facebook and Twitter.

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