

November 30, 2017



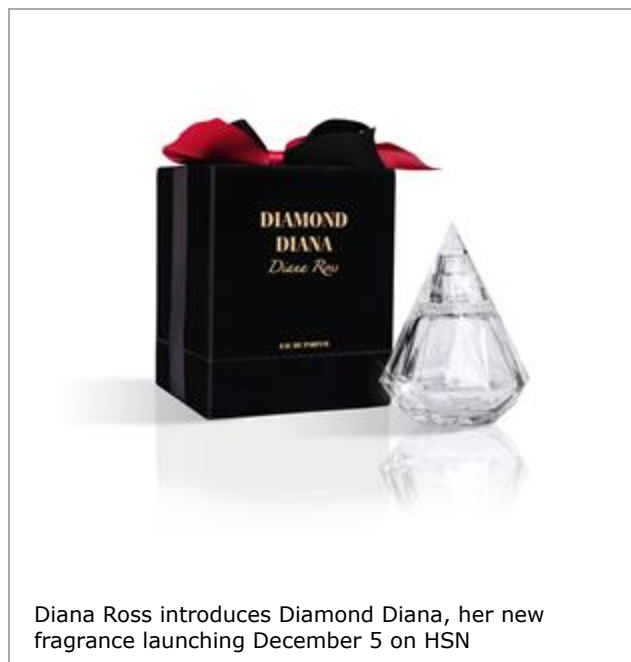
Diana Ross Introduces Diamond Diana, Her New Fragrance

Launching December 5 on HSN

NEW YORK, Nov. 30, 2017 (GLOBE NEWSWIRE) -- Elegant. Sensual. Iconic. ***Diamond Diana*** is the very personal premiere signature fragrance by Diana Ross. A fragrance that is true to the balance of beauty, femininity and confidence, ***Diamond Diana*** emanates the inherent essence of one of the most recognizable woman in the world, Diana Ross.



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Photos accompanying this announcement are available at

<https://www.globenewswire.com/NewsRoom/AttachmentNg/fa2d5881-c324-4ffa-8571-674339aa868d>

<https://www.globenewswire.com/NewsRoom/AttachmentNg/a9e10cda-e368-44cc-bc6e-701cc19eab31>

THE FRAGRANCE

Ms. Ross drew her inspiration from love and music.

“This personal fragrance is inspired by the powerful connection between music and sensual memories,” says Diana Ross. “Sensual scent vibrations are carried from heart to heart like music. Everyone should have a diamond.”

Modern, with a gender-free spirit, the accord creates a radiant harmonious energy. This alluring memorable composition creates a new story each time it is worn. The sheer sensory experience of the down-trail is memorable.

THE BOTTLE

Cut to a glistening glass-diamond, the bottle was personally designed by Ms. Ross inspired by her special crystal collection. A perfect 100ml design with 60 facets forming an exquisite pointed cap with an internal Diamond Diana monogram.

Diamonds are the most romantic and rare gems in the world. A visual statement, the bottle evokes both elegance and mystery of the precious stone. The precision lines of the bottle creates a prism of light surrounding the masterpiece design with the clear scent inside.

THE PACKAGING

The luxurious packaging is presented as a gift in a black velvet jewelry box adorned with silk black and bordeaux floppy ribbon. **“Diamond Diana by Diana Ross”** is embossed with 24k glittery gold dust. A special message from Ms. Ross is included in each box.

“Diana Ross has carried her signature fragrance concept in her heart forever,” says Rodney Hutton of Simon James London, “Our privilege was merely executing her precise design direction to bring her vision to life.”

DIAMOND DIANA: The Legacy Collection.

The Diana Ross NEW album release, [*Diamond Diana: The Legacy Collection*](#) will be available for the first time on CD, Dec 5 on HSN. The album is a memorable music journey that celebrates her iconic legacy. A 15-song collection containing some of the biggest hit recordings of her career and also includes as a special gift to her fans, an exciting new dance club remix of “Ain’t No Mountain High Enough.”

The Holiday Package

A special holiday package will also be available as a bonus CD along with the *Diamond Diana: The Legacy Collection* CD only on HSN. These first-ever holiday recordings include: *What the World Needs Now Is Love*, *A Wonderful Christmas Time*, *Winter Wonderland*, *Let It Snow*, *Silent Night* and *Ave Maria*

HSN Appearance & Exclusives

The **Diamond Diana** fragrance, ***Diamond Diana: The Legacy Collection*** on CD and the bonus holiday CD package will be available exclusively only on HSN, December 5. Ms. Ross will make guest appearances on the network throughout the day.

“It is an absolute honor to welcome Diana Ross to the HSN family, and provide her with a platform to share not only her new fragrance, but the stories that have laid the foundation for her brilliant career,” stated Carmen Bauza, Chief Merchandising Officer for HSN. “We look forward to having Ms. Ross share this incredible journey with our viewers.”

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 90 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 40 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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Source: HSN, Inc.