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HSN Names Jill Braff Executive Vice President - Digital Commerce

ST. PETERSBURG, Fla., Feb. 1, 2011 (GLOBE NEWSWIRE) -- HSN, a leading interactive multichannel retailer, announced today that Jill Braff has been appointed Executive Vice President of Digital Commerce effective February 7. Ms. Braff will report directly to Mindy Grossman, Chief Executive Officer of HSN, Inc.

In her new position, Jill will oversee HSN's existing e-commerce, mobile and social media platforms. In addition, she will manage the development and implementation of new multi-platform initiatives. HSN's e-commerce, digital marketing, merchandising and advanced services teams will report to Ms. Braff.

"Jill's appointment underscores HSN's commitment to further advancing our e-commerce platform and continuing to elevate the company's position at the forefront of transactional innovation," said Mindy Grossman, CEO of HSN, Inc. "A results-driven media executive with experience in consumer entertainment and emerging technologies for publicly traded companies, Jill will help expand HSN's reach to customers both online and on-the-go."

Prior to joining HSN, Ms. Braff was the CEO and President of Scrapblog, a photo social media website with over 2.5 million registered users. Previously, she spent six years as the Senior Vice President of Global Publishing for Glu Mobile (GLUU), a leading mobile game publisher. She has also held positions at Ancestry.com, The Learning Company/Mattel Interactive, Sega of America and Nintendo of America.

Ms. Braff has received several awards and accolades throughout her career, including Top 10 Women in Wireless by Fierce Wireless (2009), Top 50 Women in Mobile Content by Mobile Entertainment (2009) and 40 Most Influential People Under 40 in Silicon Valley by Silicon Valley Business Journal (2007).

She holds a Bachelor of Arts Degree in English from Colgate University.

About HSN

Headquartered in St. Petersburg, FL, HSN is a leading interactive multichannel retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates experts, entertainment, inspiration, solutions, tips and ideas to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty (e.g. Mary J. Blige's My Life, Carol's Daughter, Coty, Elizabeth Arden, FusionBeauty, Andrew Lessman's Procaps, Lancaster, Lancôme, Perlier, PRAI Beauty, Serious Skin Care, Andre Walker, Wei East, ybf Beauty); Jewelry (e.g. AKKAD, Joan Boyce, Heidi Daus, Grayce by Molly Sims, R.J. Graziano, IMAN Global Chic, Rarities: Fine

Jewelry with Carol Brodie, Amedeo Scognamiglio, Tori Spelling, Hutton Wilkinson, Serena Williams Signature Statement, Gerard Yosca); Home/Lifestyle (e.g. Jeffrey Banks, Nate Berkus, Bissell, Colin Cowie, Dyson, Todd English, GreenPan with Thermolon, Emeril Lagasse, Happy Chic by Jonathan Adler, Joy Mangano, MoMA Design Store, Carleton Varney, Hutton Wilkinson, Wolfgang Puck); Fashion/Accessories (e.g. Reem by Reem Acra, American Glamour Badgley Mischka, Completely Me by Liz Lange, Curations with Stefani Greenfield, DKNYC, Libby Edelman, Sam Edelman, Chi by Carlos Falchi, Diane Gilman, "Timeless" by Naeem Khan, Adrienne Landau, Twiggy LONDON); and Electronics (e.g. Acer, Canon, Fuji, Garmin, Gateway, GE, HP, JVC, Kodak, LG, Samsung, Sony).

A leader in transactional innovation, HSN is the only retailer offering live streaming video on three screens: TV network, which broadcasts live to 95 million households in the U.S. in HD 24/7; hsn.com, a top-ten trafficked e-commerce site featuring 15,000 product videos; and mobile via iPhone, android and iPad applications. HSN, founded 33 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq:HSNI).

The HSN, Inc. logo is available at <https://www.globenewswire.com/newsroom/prs/?pkgid=8695>

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