

January 15, 2013



## **HSN Debuts Complete Digital Redesign That Makes Platforms Stronger, Faster and More Social**

*-- HSN Redefines Digital Shopping With Integration of Content, Community and Commerce -*

*-- Multichannel Retailer Continues to Lead in 2013 With Immersive Social eCommerce Integration and Content Rich Experiences on Every Platform --*

ST. PETERSBURG, Fla., Jan. 15, 2013 (GLOBE NEWSWIRE) -- Leading multichannel retailer, HSN announced today a complete re-launch of the company's digital channels - elevating the customer experience by making the retailer's platforms faster, more efficient, and even more social. This re-launch is part of a comprehensive, multi-platform digital redesign that has been in development for more than a year. It enhances the customer experience, not just on the top 10 most trafficked e-commerce site [HSN.com](http://HSN.com), but across all mobile devices, including tablets, android and Windows 8.

"Through our redesign, HSN will further integrate content, community and commerce to create a unique shopping experience that you won't find anywhere else," said Jill Braff, executive vice president of digital commerce at HSN. "HSN now has the framework necessary to continuously deepen and extend its unique storytelling capabilities."

Making social shopping the heart of the HSN customer experience, the new redesign integrates HSN's social communities prominently through all of the retailer's platforms via leading social media curator Mass Relevance. This dynamic new social element allows customers to share their product finds, thoughts and reviews with their friends and influence shopping in real time. For example, "The 20" is an innovative, first-of-its-kind feature enabled by integrating social media tools into the new [HSN.com](http://HSN.com). This highly engaging feature lists 20 curated products on the site, from which customers and fans can vote for their favorite item. At midnight, HSN will tally the votes and those who voted for the winning product will be entitled a discount on their purchase of that product.

"HSN has set a new standard for social shopping with its new website," said Sam Decker, CEO of Mass Relevance. "By using the Mass Relevance platform, [HSN.com](http://HSN.com) can power a real-time social integration that includes photo walls, streams, polls, Q&A and more. Now, shoppers can participate with social content at every step of the purchase path, building engagement and driving a deeper connection with the HSN brand."

HSN's platforms now offer a completely new look and feel designed to enhance the online experience and deliver greater shopping ease with a simplified user interface and user-

friendly 'shop by category' options. Site navigation that is more intuitive allows customers to quickly find their favorite brands, personalities and information on exciting events. Favorites can be found across all digital channels from website to tablet to smart phone.

HSN's redesign includes significant technological improvements to the company's content and software architecture as well. As a result, content will no longer be limited to the structure of the page. Content will actually determine page structure instead. The new [HSN.com](http://HSN.com) has incorporated caching and performance optimization into its database, core services, page structures and other components that doubles the speed of the site for visitors and makes it twice as efficient.

"Mobile continues to be our fastest growing platform so we know that is where our customers are engaging with us. Now even faster and more efficient, we have built the kind of personalized experience our customers crave," said Braff. "Whether it's a smartphone or a tablet, we are committed to providing the same content rich experience on her terms, whenever and wherever she chooses."

Experience the new HSN now at [HSN.com](http://HSN.com) and join the conversation on [Facebook](https://www.facebook.com/HSN) and [Twitter](https://twitter.com/HSN).

## About HSN

[HSN](http://HSN) is a leading interactive multichannel 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 96 million households in the US in HD 24/7 and its website - [HSN.com](http://HSN.com) - is a top 10 most trafficked e-commerce site, featuring more than 16,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, founded 35 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq:HSNI). For more information, please visit [HSN.com](http://HSN.com), or follow @HSN on [Facebook](https://www.facebook.com/HSN) and [Twitter](https://twitter.com/HSN).

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

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Source: HSN, Inc.