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HSN Taps Five Leading Entrepreneurs to Discover New Products to Launch Nationally

Shark Tank's Daymond John; All-American Makers' Marc Portney; Edison Nation's Gregg Smith; TV's First Home Shopping Host Bob Circosta; and Others Tasked to Help Bring "American Dreams" to Life

ST. PETERSBURG, Fla., Aug. 11, 2015 (GLOBE NEWSWIRE) -- As part of its new "American Dreams" initiative, direct-to-consumer live content retailer, HSN, has partnered with five prominent entrepreneurs who will fan out across the country via television, radio and online platforms, conferences and trade shows to find compelling new products to launch while raising awareness for the entrepreneurs behind them. Current partners and their avenues for discovering new product ideas include:

- **Daymond John** through investing in entrepreneurs on ABC's hit show "Shark Tank"
- **Marc Portney** through investing in entrepreneurs on Science Channel's popular series "All-American Makers"
- **Bob Circosta** through HSN's revamped "American Dreams Ideas Portal", convention searches and seminars
- **Akos Jankura** through "My Cool Inventions" radio talent search
- **Gregg Smith** through Edison Nation, which operates the largest open innovation community and marketplaces in the world for independent inventors

"American Dreams" kicked off on HSN with the launch of its mini-series event on August 9, which featured inspiring stories of some of HSN's most successful brand partners, including: Serious Skincare, Benefit Cosmetics, R.J. Graziano, Jay King, GIII, DeLonghi, Violife, Donatella Arpaia and Wakaya Perfection. The mini-series event will run every evening at 9 p.m. (ET) through August 12.

"There's nothing more exciting than meeting entrepreneurs, hearing their ideas, feeling their passion and helping them make their dreams come true," noted Bill Brand, president of HSN. "As the original electronic retailer we have always championed entrepreneurs and this new initiative will further solidify our position as a destination to discover remarkable products and brands."

HSN's "The Monday Night Show with Adam Freeman" will devote its first hour from 7- 8 p.m. (ET) to showcasing three or more entrepreneurs for the first time ever with their new product, alongside one of HSN's existing partners who 'discovered' them. Bob Circosta, one of television's first shopping hosts, kicked off the monthly series during last night's show with

three of the entrepreneurs he discovered. Host of "My Cool Inventions," Akos Jankura, will appear on the next installment of the series on Monday, September 7, during The Monday Night Show with Adam Freeman, introducing his selection of entrepreneurs to HSN.

In addition, the direct-to-consumer live content retailer has created [a landing page and portal](#) for the American Dreams initiative where the public can submit and share ideas for products and other initiatives. HSN's team of merchants alongside the "American Dreams" team of seasoned entrepreneurs will vet these submissions to identify passionate inventors with compelling products to launch.

For more information and to shop the exclusive inventor's products, visit www.hsn.com search American Dreams and join the conversation @HSN on Facebook, Twitter, Instagram and Pinterest.

About HSN:

HSN is a leading direct-to-consumer live content 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 95 million households in the US in HD 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 38 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq:HSNI). For more information, please visit HSN.com, or follow @HSN on [Facebook](#) and [Twitter](#).

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