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HSN to Exclusively Launch Jessica Seinfeld's New Line GOOD+

GOOD+ Foundation Partners with HSN Cares to Help Families in Need

ST. PETERSBURG, Fla., April 06, 2016 (GLOBE NEWSWIRE) -- Innovative entertainment and lifestyle retailer [HSN](#) has partnered with Jessica Seinfeld and her organization GOOD+ Foundation (formally Baby Buggy) to launch an exclusive accessories line, **GOOD+**, on HSN on April 28th.



GOOD+ Foundation has partnered with HSN to provide fashions and accessories designed from the heart. The exclusive collection will help provide essential child gear, clothing and services to families in need. The GOOD+ collection consists of transitional and trendy scarves, wraps, ponchos, cardigans and vests that are perfect for women on-the-go. The line was designed with the busy woman in mind – and the basics are both fashionable and versatile – designed to go from day to night, effortlessly. The collection ranges from \$24.90 for the GOOD + Color Expansion Panama Hat to \$78.00 for the GOOD + Danielle Nicole Tote.

Jessica will appear on HSN on April 28th during "The List with Colleen Lopez: HSN Cares Special Edition" (9-11pm ET) to launch the collection. In conjunction with the launch, HSN

Cares will donate two days of diapers to a child in need for every GOOD+ item sold to the GOOD+ Foundation. HSN customers will also be able to donate to GOOD+ Foundation online at HSN.com or over the phone from April 28th through May 8th.

GOOD+ Foundation is a nonprofit organization that partners with a national network of leading programs to break the cycle of family poverty through the power of donated child products and transformational family services.

“HSN is so excited to be the exclusive launch for Jessica’s new brand,” said Vanessa Dusold, SVP, Merchandising, Apparel & Accessories. “The GOOD+ brand is inspiring, making it a natural fit for HSN Cares. We are ecstatic that this partnership will be providing essentials to women and families in need, in time for Mother’s Day.”

“I am a believer in functional fashion - items designed for busy women with demanding schedules. Most women I know want to be comfortable but look great with little effort. I created this collection for them - the HSN woman - who I know loves to give back and support moms in need,” said GOOD+ Foundation Founder and Board President Jessica Seinfeld. “I am so thrilled to be launching the line with HSN so I reach the women who have inspired the collection and allow our work to help families in need reach more households across America.”

HSN Cares is the heart of everything we do. HSN Cares is dedicated to empowering women and helping families in times of need. Together with trusted organizations and volunteers, we are able to make a difference with hope, love and support.

About HSN:

HSN is a leading interactive 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 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 37 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.

About GOOD+ Foundation

Founded by Jessica Seinfeld, GOOD+ Foundation (formerly Baby Buggy) is a nonprofit organization that partners with a national network of leading programs to break the cycle of family poverty through the power of donated child products and transformational family services. GOOD+ Foundation grants donations of products and services to programs that have demonstrated a capacity to address family poverty in three focus areas: supporting new mothers, investing in early childhood and engaging fathers. Through the generous support of donors and over 45,000 volunteers, GOOD+ Foundation has donated more than 20 million items through its partner network across the United States. The organization has been rated 4-Stars by Charity Navigator and received national accreditation from the Better Business Bureau Wise Giving Alliance for its efficient fundraising and operations. For more information visit www.goodplusfoundation.org, or follow us on Facebook @goodplusfoundation and on Twitter and Instagram @GoodPlusFdn.

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