



## **BAM! Emeril Comes to HSN, Bringing the Summer to a Boil**

### **- HSN Kicks It Up a Notch with Chef Emeril and His Signature Cookware Line -**

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World-renowned Chef Emeril Lagasse brings his line of professional cookware and gourmet kitchen tools to HSN. On July 1, Lagasse will be featured on the multichannel retailer, kicking off the network's 30th birthday celebration.

Known for his fresh adaptations of classic Creole cuisine and his fun, approachable style of cooking, Lagasse partnered with the finest culinary manufacturers to develop "Emerilware" -- a professional line of cookware, appliances, cutlery and kitchen accessories.

By combining the expertise of top quality companies such as All-Clad, T-Fal, Waterford, Wedgwood and Wusthof, with his expertise in the restaurant industry, Emeril has crafted products that will stand up to the expectations of serious cooks. Each product is personally designed and tested in Emeril's test kitchen. With each visit to HSN, Emeril will introduce new signature pieces from his collection.

"When you're equipped with the right tools, cooking is easy and fun," says Emeril Lagasse. "For years I have worked with the world's leading companies to develop durable, high quality, well-crafted products for cooking enthusiasts. I hope that HSN viewers will enjoy cooking great meals with these products as much as I have."

"HSN customers have come to expect the very best chefs and cookware, and Emeril certainly fits that description," said Sandy Conrad, Senior Vice President of Merchandising, Housewares and Electronics. "Emeril's electric personality combined with his exceptional talent makes him both entertaining, informative and fun ... everything you could hope for with a chef on TV."

Emeril will debut on HSN on Sunday, July 1st with shows airing at 12:00 a.m., 9:00 a.m., 12:00 p.m., 5:00 p.m. and 9:00 p.m. (all times EDT). Throughout the day, the master chef will showcase great cooking tips, sumptuous recipes, and product demonstrations of his Emerilware collection. For more information, go to <http://www.hsn.com/>.

#### About Emeril:

Chef Emeril Lagasse is the chef/proprietor of nine award-winning restaurants including three in New Orleans (Emeril's, NOLA and Emeril's Delmonico); two in Las Vegas (Emeril's New Orleans Fish House and Delmonico Steakhouse); two in Orlando (Emeril's Orlando and Emeril's Tchoup Chop); one in Atlanta (Emeril's Atlanta) and one in Miami (Emeril's Miami Beach). Lagasse's tenth restaurant, Emeril's Gulf Coast Fish House, is scheduled to open in summer 2007 at the Island View Casino Resort in Gulfport, Mississippi. Chef Emeril Lagasse is a national TV personality. He joined the Food Network in 1993 and celebrated his 1500th show with the network in 2005. He is the host of the Food Network's "The Essence of Emeril" and "Emeril Live," which reaches more than 85 million homes daily. In addition, Lagasse is the food correspondent for "Good Morning America" and appears on Friday mornings. A best-selling author, his creative approach to Creole cuisine is best summarized as "new" New Orleans cooking, also the title of his first cookbook. Eleven more cookbooks have followed including his most recent books Emeril's Delmonico, and Emeril's There's a Chef in My World. In September 2002, Emeril established the Emeril Lagasse Foundation to support and encourage programs creating developmental and educational opportunities for children. Lagasse's corporate office, Emeril's Homebase, is located in New Orleans. Emeril's Homebase houses Lagasse's restaurant operations, as well as cookbook and recipe development and testing, product shipping, the emerils.com website, and a store front for Lagasse's signature products.

#### About HSN:

The originator of the electronic retailing concept in 1977, HSN, an operating business of IAC (NASDAQ: IACI), is a global multichannel retailing giant offering thousands of products to enhance all aspects of its customers lives. On HSN and hsn.com, customers can find an array of unique products and brand names in categories such as Beauty (e.g., Oscar Blandi, Bliss, Paula Dorf, Liz Earle, Perlier, Sephora, Wei East); Jewelry (e.g., Cameron Cohen, Heidi Daus, R.J. Graziano, Jay King); Home/Lifestyle (e.g., Dyson, Todd English, Emeril Lagasse, ProForm, Wolfgang Puck, Reebok, Bob Vila, Roy Yamaguchi); Fashion (e.g., Randolph Duke, Carlos Falchi, Beverly Feldman, Liberte by Emanuel, LUKASTYLE, Scoop); and Electronics (e.g., Gateway, GE, JVC, Panasonic, Sharp). HSN delivers its merchandise across multiple platforms, including TV, where the

network reaches 89 million households and is the 4th largest cable network in the U.S.; online, and through hsn.com, which also features value-added video-on-demand and podcasts of products, shows, and tips.

SOURCE: HSN

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