



## **“HSN Today” .a distinctly NEW morning show on HSN**

### **-- The Lifestyle Entertainment Network and Retailer Introduces a Revolutionary Morning Show with “Style” and “Commerce” on June 2 --**

(St. Petersburg, Florida, May 21, 2008) – With the explosion of lifestyle programming shows on TV, it’s not surprising that HSN, the fourth largest cable network and quintessential example of lifestyle entertainment and retail, is bringing its expertise to morning television with the debut of “HSN Today” on June 2.

Blending entertainment and commerce, “HSN Today” will showcase how-to demonstrations and tips by resident experts, as well as a variety of exclusive behind-the-scenes segments, during which viewers can purchase products they see at any time.

With HSN’s cache as a full-service television network focused on style, beauty, food, home, and technology programming, the show is uniquely positioned to offer the perfect fusion of entertainment and commerce.

At the helm are HSN hosts Adam Freeman and Amy Morrison with frequent appearances by a plethora of resident experts from diverse backgrounds including DIY guy Bill Duggan (formerly of HGTV’s “Curb Appeal”), sports expert Maven Huffman (formerly a professional wrestler with WWE and the winner of the first season of “Tough Enough”), and geek girl Katie Linendoll (formerly of ESPN).

Right out of the gate, “HSN Today” will present regular segments such as “Connect the Dots,” how-to segments to simplify your home and life, “EAT!,” cooking segments with tips and recipes from top chefs and resident experts, “Make it Up,” fashion and beauty trend segments from magazine pages and the runway, and “Behind The Label” featuring in-depth interviews with designers on location at their design studios.

Leading the charge with a distinct eye for talent and unique content, Andy Sheldon, Senior Vice President of Television and Executive Creative Director and “HSN Today” Lead Director, is “pleased with the new programming, talent and graphics package in place” and feels this show will be a “runaway hit with viewers.”

Beginning on June 2, tune-in Monday through Friday from 6 to 9 a.m. ET to see what all the buzz is about and to check out the new HSN cast members.

From left to right –HSN’s resident experts DIY guy Bill Duggan (formerly of HGTV’s Curb Appeal), sports expert Maven Huffman (formerly a professional wrestler with WWE and the winner of the first season of “Tough Enough”), geek girl Katie Linendoll (formerly of ESPN), and HSN hosts Adam Freeman and Amy Morrison.

About HSN: HSN is an interactive lifestyle network and retail destination, offering a cultivated assortment of exclusive products combined with the “best of breed” in top brand names. The HSN experience takes shopping to a new level by incorporating experts, entertainment, inspiration, solutions, tips and ideas for its customers. On HSN and HSN.com, customers will find exceptional selections in Beauty (e.g. Clarins, Philippe Chansell’s Ready To Wear, Perlier, Color by Cynde Watson, Wei East); Jewelry (e.g. Heidi Daus, R.J. Graziano, IMAN Global Chic, Jay King, Tori Spelling); Home/Lifestyle (e.g. Colin Cowie, Dyson, Todd English, Emeril Lagasse, Andrew Lessman, Joy Mangano, METHOD, Wolfgang Puck); Fashion/Accessories (e.g. Carlos Falchi, Tina Knowles, SCOOP Style, Sharif); and Electronics (e.g. Garmin, Gateway, GE, Kodak, Magellan, Panasonic, Samsung, Westinghouse).

HSN is available across all media including its TV network, the 4th largest cable network in the U.S., reaching 90 million homes, and HSN.com, which ranks in the top 30 of the top 500 internet retailers. HSN, the original shopping network, is an operating business of IAC (Nasdaq: IACI).

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