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HSN Launches National Pinterest Contest, Calling All "Pinner" to Create Dream Room

-- "PIN TO WIN" a \$5,000 HSN Gift Card with HSN and House Beautiful --

-- Celebrity Designer Vern Yip, House Beautiful Editor-in-Chief Newell Turner and HSN Host Marlo Smith to Judge Nationwide Competition for the Perfect Dream Room --

-- New 'House Beautiful Marketplace' at HSN.com Is a Stylish Home Decor Destination Offering Thousands of Home Furnishing Items and Monthly Editors' Picks --

ST. PETERSBURG, Fla., May 7, 2012 /PRNewswire/ -- If you were to build your perfect room, what would it look like? Leading interactive multichannel retailer HSN is giving do-it-yourself home decorators a place to create, and possibly win, the room of their dreams during the "[Pin to Win: Build Your Dream Room](#)" contest on social 'pinboard' platform, Pinterest. Running from May 15 through May 29, via www.hsn.com/pinterest, "Pinner" will be asked to submit their dream room pinboard by picking at least 10 items -- 5 items from [HSN.com](http://www.hsn.com) and at least another 5 from anywhere on the web -- and tag boards with #HSN and #HouseBeautiful.

(Logo: <http://photos.prnewswire.com/prnh/20070214/CLW048LOGO-b>)

Dream rooms will be judged by a prestigious panel of home design authorities, including celebrity designer **Vern Yip**, *House Beautiful* Editor-in-Chief **Newell Turner** and HSN host **Marlo Smith**. Winning rooms will be selected based on creativity, detail and design continuity. The grand prize winner of the "[Pin to Win: Build Your Dream Room](#)" contest will receive a \$5,000 HSN Gift Card to get them started on the room of their dreams. A second place winner will receive a \$1000 HSN Gift card and third place will receive a \$500 HSN Gift Card. Additionally, the first 50 contestants to submit their pinboard URL will also receive a one-year subscription to *House Beautiful*.

"Pinterest has become the largest inspiration board for women in the digital space," said Jill Braff, EVP of Digital Commerce at HSN. "We know our customers will have fun finding their favorite HSN home items, creating looks they love and sharing them with one another. It's one of the many compelling experiences our customers appreciate from HSN and we are excited to reward their creativity with such a unique prize."

As a part of the "Pin to Win: Build Your Dream Room" contest, Pinterest users will be able to search through, organize and share their favorites among the thousands of home furnishing items found on [HSN.com](http://www.hsn.com)'s House Beautiful Marketplace site, as well as other design sites found on the web. HSN offers customers a way to shop by design style and browse the [House Beautiful Marketplace](#)'s impressive array of furniture, lighting, rugs, wall art and accessories to complete the look of any room.

For more information about the HSN "Pin to Win: Build Your Dream Room" Pinterest contest please visit [HSN.com/Pinterest](http://www.hsn.com/pinterest) or join the conversation @HSN on Facebook and Twitter.

About HSN:

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://www.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 34 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq: HSN). For more information, please visit [HSN.com](http://www.hsn.com), or follow @HSN on Facebook and Twitter.

About House Beautiful:

House Beautiful (www.housebeautiful.com) is a leading authority on American home design and decoration, reaching more than seven million readers every month. Founded in 1896, House Beautiful is the oldest continuously published shelter magazine in the United States. Readers can also interact with the brand on the digital front, with House Beautiful mobile (m.housebeautiful.com). In addition to its U.S. flagship, House Beautiful publishes two editions around the world. House Beautiful is published by Hearst Magazines, the largest publisher of monthly magazines in the U.S. (ABC 2011), which reaches 87 million adults each month (Spring 2011 MRI).

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