



December 1, 2017

## **HSN and Aetna Team Up to Help Customers Find the Right Medicare Advantage Plan**

### **Tune-In to HSN December 1 and 2 to Learn More About Coverage Options Before Medicare Annual Enrollment Ends December 7th**

ST. PETERSBURG, Fla., Dec. 01, 2017 (GLOBE NEWSWIRE) -- Leading entertainment and lifestyle retailer, [HSN](#) (Nasdaq:HSNI), and Aetna have teamed once up again to help customers find the right Medicare Advantage Plan during the Medicare Annual Enrollment period, which runs through Thursday December 7, 2017.

Through the program, Aetna representatives will provide information on Medicare coverage options. Customers will have access to licensed Aetna agents who can offer personalized advice. Customers are also able to download a free Medicare checklist on HSN.com to help guide them through the decision making process. Callie Northagen hosts the full 30-minute segment, which includes testimonials from current Aetna Medicare customers.

"We are excited to partner with Aetna to offer our customers coverage options that will best suit their needs," said Bill Brand, President of HSN. "This collaboration gives us the opportunity to go beyond just offering our customers great products to purchase. We can now give them the information they need to make informed decisions on insurance plans they can be confident in."

Medicare beneficiaries who have already signed up for a new plan for 2018 have until December 7 to change their minds. Beneficiaries can connect with an Aetna representative to discuss their options during the annual enrollment period.

"We're thrilled to return to HSN this year," said Nancy Coccozza, senior vice president and head of Aetna Medicare. "By helping viewers understand their Medicare coverage options and what star ratings mean, we can better equip them to choose the plan that's right for them."

Once Medicare Annual Open Enrollment closes, HSN will continue to promote Medicare Supplement Insurance, which customers can add on to existing insurance throughout the year.

*For more information on the best Medicare coverage, tune in to HSN at **6:30PM EST on December 1<sup>st</sup>** and **1:00PM EST on December 2<sup>nd</sup>** or go to [HSN.com](#) and search Aetna to access videos with further information and to download the checklist.*

#### **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 reach approximately 90 million households (with live programming 364 days per year) and its website — [HSN.com](#) features more than 50,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, founded 40 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 Aetna:**

Aetna is one of the nation's leading diversified health care benefits companies, serving an estimated 44.6 million people with information and resources to help them make better informed decisions about their health care. Aetna offers a broad range of traditional, voluntary and consumer-directed health insurance products and related services, including medical, pharmacy, dental, behavioral health, group life and disability plans, and medical management capabilities, Medicaid health care management services, workers' compensation administrative services and health information technology products and services. Aetna's customers include employer groups, individuals, college students, part-time and hourly workers, health plans, health care providers, governmental units, government-sponsored plans, labor groups and expatriates. For more information, see [www.aetna.com](#) and learn about how Aetna is helping to build a healthier world. [@AetnaNews](#)

Aetna Medicare is a PDP, HMO, PPO plan with a Medicare contract. Our SNPs also have contracts with State Medicaid

programs. Enrollment in our plans depends on contract renewal. See Evidence of Coverage for a complete description of plan benefits, exclusions, limitations and conditions of coverage. Plan features and availability may vary by service area.

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