



HSN STRENGTHENS AMERICAN DREAMS INITIATIVE THROUGH PARTNERSHIP WITH INVESTOR-ENTREPRENEURS CARTER AND COURTNEY REUM OF M13

Brothers Who Lead Brand Development and Investment Company M13 Bring Consumer Product and Technology Focus To HSN's Entrepreneurship Platform, American Dreams

ST. PETERSBURG, Fla., September 27, 2017 -- Leading entertainment and lifestyle retailer [HSN](#) announces today a new partnership with Carter and Courtney Reum, the two brothers who manage Los Angeles based [M13](#), their hybrid operating investment company focused on businesses at the nexus of consumer products, technology, and media. The brothers will work with American Dreams entrepreneurs to help them develop sustainable and growing businesses.

"HSN and American Dreams are about accelerating new products and the entrepreneurs behind them which makes our partnership with Carter and Courtney a great fit," said Bill Brand, President, HSN. "We look forward to working with M13 as we are confident they will provide great value to our American Dreams innovators and inventors."

American Dreams is HSN's signature corporate responsibility platform. For 40 years, HSN – the original TV retailer – has been dedicated to finding and supporting innovators, inventors and entrepreneurs. Today, more than ever, HSN believes in the powerful role small businesses play in building communities and local economies, and is passionate about helping to build the economy, one entrepreneur at a time. Through American Dreams, HSN has developed strategic partnerships with Good Housekeeping, ION's HATCHED and more to further discover and elevate entrepreneurs across the country.

M13 focuses on building emerging entrepreneurial businesses in Los Angeles, leading more than \$100 million of investments over the next 5 years. Previously, they built VEEV Spirits, a 70 proof vodka alternative that became a pioneering artisanal alcohol brand in the spirits industry, helping to popularize the açai berry in the United States, and becoming one of the fastest growing independent spirit brands in the country.

While growing VEEV Spirits, Carter and Courtney began investing in other companies providing first-hand experiences, guidance and capitalization to many emerging businesses. In April 2016, Carter and Courtney exited their initial beverage company and several other ventures to pave the way to create M13. M13 has investments and involvement in more than 100 companies spanning consumer brands, media and technology. Early investments include Lyft, Pinterest, Bonobos, Birchbox, Warby Parker, Krave Jerky, Kevita, Blue Bottle Coffee and numerous others.

"We're excited to bring what we know about building sustainable brands and profitable businesses to a partnership with HSN and American Dreams," said Courtney Reum. "As entrepreneurs and investors that have worked at the intersection of consumer products, technology and media, we're focused on helping businesses we work with accelerate growth and drive bottom line performance. HSN and American Dreams is a great platform to help identify the innovators with the kind of big product ideas that can create real value."

This partnership continues the success of the American Dreams program, which continues to launch inventors and new products through product searches and training sessions sponsored by HSN.

For more information about HSN and American Dreams please visit <http://americandreams.hsn.com/>.

For more information about Carter and Courtney Reum, visit <https://m13.co/>

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About HSN

HSN is a leading 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 over 90 million households in the US 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 40 years ago as the first electronic retailer, is an operating segment of HSN, Inc. (Nasdaq: [HSNI](http://hsni.com)). For more information, please visit www.hsn.com, or follow @HSN on Facebook and Twitter.

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