



Tennis Legend Serena Williams Aces with Sell Out of Exclusive New Collection on HSN

--HSN Customers Embrace Serena's New 'Signature Statement' Collection Resulting in Sell-Out Debut on HSN and HSN.com

ST. PETERSBURG, Fla., May 5, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Serena Williams can add another victory to her impressive list of accomplishments with the highly successful launch of Serena Williams Signature Statement, her new collection of fashion, accessories and jewelry on HSN and www.hsn.com. HSN viewers responded quickly to the stylish original designs with 25,000 pieces selling out after just 3 hours of air time during HSN's primetime debut (Thursday-Saturday morning) April 30 - May 2.

Serena Williams Signature Statement is a complete accessories collection including handbags, jewelry and apparel that ranges from \$16.50 for the Signature Statement Rings of Bling Drop Earrings up to \$99.95 for the Signature Statement Flowing Floral Reversible Maxi Dress.

During the launch, Serena modeled her collection, told charming anecdotes about the inspiration behind each piece and took calls from elated fans from around the country. Meanwhile, viewers snapped up pieces quickly, with 80% of the items selling out immediately. One of the most popular pieces was the famous Lucky Ring Serena wears during each of her winning matches. Additionally, nearly every handbag and fashion jewelry piece was spoken for by the end of her last show on Saturday morning.

"I love to make a statement both on and off the court. Passion, drive and hard work have taken me down this and many other creative paths throughout my life," said Serena. "As with tennis, it takes a lot of discipline and precision to make beautiful things come to life. This is a dream come true for me to share truly gorgeous things that I love with the world on HSN."

"Considering Serena's passion for fashion and the amount of energy she has devoted to this new collection it's not surprising that her debut on HSN was such a success," said Mindy Grossman, Chief Executive Officer, HSN, Inc. "She is a powerhouse both on and off the court and we can't wait to introduce new additions to the collection in the coming months."

Serena will continue to introduce new items to her Signature Statement collection at HSN, with the next collection out this fall. Visit hsn.com to see the collection, and to sign up for show alerts.

About HSN:

HSN is an interactive lifestyle network and retail destination, offering a curated assortment of exclusive products combined with top brand names. HSN incorporates experts, entertainment, inspiration, solutions, tips and ideas to provide an entirely unique shopping experience for its customers. On HSN and hsn.com, customers will find exceptional selections in Health & Beauty (e.g. M. Asam, Carol's Daughter, Clarins, Eyes by Design, HoMedics, Lancome, Andrew Lessman, Tony Little, Perlier, Serious Skin Care, ybf Cosmetics); Jewelry (e.g. Heidi Daus, R.J. Graziano, IMAN Global Chic, MichaelLisa, Noir, Amedeo Scognamiglio, Tori Spelling); Home/Lifestyle (e.g. Nate Berkus, Bissell, Colin Cowie, Dyson, Todd English, GreenPan with Thermolon, Emeril Lagasse, Joy Mangano, MoMA Design Store, Wolfgang Puck, John Robshaw); Fashion/Accessories (e.g.

Loulou de la Falaise, Carlos Falchi, Patricia Field, Diane Gilman, Tina Knowles, Adrienne Landau, Susan Lucci, Debbie Shuchat, Sharif, Heidi Weisel, Serena Williams); and Electronics (e.g. Canon, Gateway, GE, HP, JVC, Kodak, LG, Samsung).

HSN is available across all media including its TV network and hsn.com, which ranks in the top 30 of the top 500 internet retailers. HSN, the original shopping network, is an operating segment of HSN, Inc. (Nasdaq: HSNi).

About Signature Statement

Serena Williams always makes a statement both on and off the court. Her passion and drive has enabled her to explore many creative paths throughout her life. One of her dreams has always been to share gorgeous gifts of fashion and luxury with the world, inspiring her to create the Serena Williams Signature Statement collection exclusively for HSN.

About Ingenious Designs, LLC

IDL is a subsidiary of HSN, an operating business of IAC, and was founded in 1991 by its president, Joy Mangano. Ms.

Mangano is one of the most recognized and successful electronic retailing personalities in the industry today. With over 148 million sold, her famous Huggable Hangers are in homes across the country! The company is a leader in designing, inventing, and marketing innovative and unique products including the original Miracle Mop, My Little Steamer, and Clothes-it-All Luggage System. In addition, IDL has broadened its scope by managing and also designing product for the award-winning guitar virtuoso Esteban, icon and most celebrated super-model IMAN, Tennis Legend Serena Williams, world-renowned celebrity American Idol judge Paula Abdul, and chef and restaurateur Todd English, in the electronic retailing industry and infomercials.

SOURCE HSN

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