



## HSN's 'Mother of Invention' Joy Mangano Introduces Forever Fragrant(TM) Utilizing Innovative Breakthrough Technology in Home Fragrances

**---Launches nationwide exclusively on HSN and HSN.com Saturday, July 25th**

ST. PETERSBURG, Fla., July 23, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Electronic retailer HSN, and successful inventor and entrepreneur [Joy Mangano](#), today announced a revolutionary new home fragrance product, Forever Fragrant(TM), which has been proven to freshen the home and eliminate odors for up to two years. On Saturday, July 25th, HSN will offer a limited supply of this exclusive product as part of the world premier of the Forever Fragrant product line.

The secret to the new Forever Fragrant product is the inherent breathability of this scented plastic which allows it to continually work for up to two years and is primarily derived from plant sources and wood pulp, a natural and sustainable resource. "When I discovered this technology, I knew the application and development of it would revolutionize the home fragrance world," said legendary HSN on-air personality Joy Mangano. "I am so excited to give consumers a new sensory experience that will change the way they freshen rooms throughout their homes forever, and I am proud to say it has earned the Good Housekeeping seal."

The Forever Fragrant line will launch with four scents available - Forever Fragrant - Garden Fresh, Forever Fragrant - Tranquil Escape; Forever Fragrant - Vanilla Amber; and Forever Fragrant - Fresh Linen, all developed and tested by world-renowned, Swiss fragrance company Givaudan. Givaudan's world-renowned perfumers combined their creative talent and unique fragrances with proprietary mal-odor technology to deliver a revolutionary home fragrance product that effectively eliminates and removes odors. "We are very proud of our involvement in the development of the Forever Fragrant line," stated Cosimo Policastro, Executive Vice President, Fine Fragrances, Givaudan Fragrances Corporation. "This technology allows us to infuse the fragrance so it permeates consistently, and does so throughout a two-year period."

The Forever Fragrant products are ideal for eliminating garlic, onion and other food odors from the [kitchen](#), musty smells from the [bathroom](#), as well as dirty laundry smell, pet dander and smoke throughout the house.

On Saturday, July 25th, HSN will introduce [Joy Mangano's](#) new Forever Fragrant line with a limited offer. Each set will be sold with a hand-crafted glass vase, 32 matching scented sticks, and will be accompanied by two scented discs that can be used to freshen [handbags](#), gymbags, [luggage](#), drawers and closets and even shoes and sneakers!

About Joy Mangano

Who better to identify with the needs of a busy working mom than a busy working mom? Inventor and entrepreneur Joy Mangano -- creator of the Miracle Mop(R) and Huggable Hangers(R), which have sold millions -- will help you solve your everyday household challenges with fun, functional and practical solutions, many of which have earned the coveted Good Housekeeping Seal. All of Joy's products are patented exclusively for premiers on HSN.

About Ingenious Designs, LLC

IDL is a subsidiary of HSN 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 234 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.

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, FusionBeauty, HoMedics, Italian Beauty, Andrew Lessman's Procaps, Lancome, Serious Skin Care, ybf Cosmetics); Jewelry (e.g. Paula Abdul, Heidi Daus, R.J. Graziano, IMAN Global Chic, michaelLisa, Noir, Rarities:

Fine Jewelry With Carol Brodie, Amedeo Scognamiglio, Tori Spelling, Serena Williams); Home/Lifestyle (e.g. Nate Berkus, Bissell, Colin Cowie, Dyson, Todd English, GreenPan with Thermolon, Emeril Lagasse, Joy Mangano, MoMA Design Store, Wolfgang Puck); Fashion/Accessories (e.g. Curations with Stefani Greenfield, Sam Edelman, Loulou de la Falaise, Carlos Falchi, Diane Gilman, Tina Knowles, Adrienne Landau, Sharif, Heidi Weisel,); and Electronics (e.g. Canon, Gateway, GE, HP, JVC, Kodak, LG, Sony).

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).

SOURCE HSN

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