



Frank Sepe's New 'Fitness as a Lifestyle Collection' Sells Out Within 3 Hours of Airtime During First-Ever HSN Debut

ST. PETERSBURG, Fla., Aug 05, 2009 /PRNewswire via COMTEX News Network/ -- Frank Sepe, fitness and nutritional expert, author, and celebrity trainer, experienced tremendous success with the launch of his new Fitness as a Lifestyle Collection. This new concept in fitness launched on HSN and hsn.com on Tuesday, July 28th. The collection features a revolutionary fitness system designed to achieve a faster and more effective total body workout.

The [Frank Sepe Fitness Disc\(R\) The Premier Workout System](#) combines a small footprint with big exercise benefits. It enables users to get core training, weight resistance, and a cardio workout; a head-to-toe fitness solution. "It was important for me to develop a product that anyone could easily use," said Frank Sepe. "My goal is to make fitness fun and affordable for everyone across America. Now being on HSN, I have the opportunity to directly connect and impact a huge audience."

Sepe joined HSN by partnering with Ingenious Designs (IDL) its wholly owned subsidiary, which was founded by entrepreneur and inventor Joy Mangano. IDL is home to some of HSN's most successful brands, including Joy Mangano, renowned chef Todd English, guitar virtuoso Esteban, super-model Iman, entertainment icon Paula Abdul, tennis legend Serena Williams, and now fitness expert Frank Sepe, among others.

"When I met Frank, I immediately knew that he was the perfect extension for this house of power brands," said Joy Mangano. "Everyone that meets him immediately aspires to be as healthy and fit as he is. I am absolutely thrilled with his debut appearance and I know we will continue to watch Frank revolutionize the world of fitness with his creative and genuine approach to this industry!"

Sepe uses motivation, commitment, and consistency as the integral components to achieving one's health and fitness goals, as well as for healthy lifestyle transformation. His fitness style encompasses almost all conditioning activities, and will continue to be focused on adding innovation to the health and fitness categories. In the coming months, Sepe will introduce new fitness items as part of his Fitness as a Lifestyle Collection on HSN and hsn.com.

About Frank Sepe

As a leader and innovator in the fitness industry for over 15 years, Frank Sepe proves to be one of the top fitness and nutrition gurus. He has won body building titles, written bestselling fitness and nutrition books, been recruited as a personal trainer to many celebrities, and most of all seen all facets of the world of fitness and nutrition. Not only is Frank behind some of the most revered fitness content in top magazines as an editor, he has also graced the cover of countless magazines, fitness encyclopedias, and you may have even see him on a handful of romance novels. Frank is a fitness media expert both on television and radio, and now he takes center stage on HSN. It's Frank's nature to help motivate, mentor, and guide people to a better body and outlook on life. Frank's well rounded talent and easy-to-use programs have helped countless people embrace his fun and innovative approach to fitness. His devotion to helping people, paired with his true fitness expertise, has led him to spread the message of getting fit, motivating yourself and living Fitness as a Lifestyle.

About Ingenious Designs, LLC

IDL is a subsidiary of HSN, an operating segment of HSN, Inc., 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 244 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).

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