



HSN Selects Motricity mCore Gateway to Power Innovative Mobile Marketing Campaigns

BELLEVUE, Wash., Oct 01, 2009 (BUSINESS WIRE) -- [Motricity](#), a leading provider of mobile Internet services to the world's most successful mobile operators and content providers, today announced HSN has selected mCore Gateway and Campaign Manager, key elements of the robust award-winning mCore Platform, to power its mobile marketing campaigns. HSN, one of the leading interactive multi-channel retailers with strong direct-to-consumer expertise, will utilize Motricity's mCore Gateway and Campaign Manager to power its interactive mobile marketing initiatives.

"Being the first retailer to offer live video streaming across three different screens - television, online and via mobile - HSN is a leader in the multichannel industry," said John McDevitt, Vice President of Advanced Services, HSN. "With their vast experience in the mobile and television industries, we look forward to Motricity partnering with us as we explore new opportunities to reach our customers via the mobile channel."

HSN.com currently ranks in the top 30 of the top 500 Internet retailers and is one of the top 10 most trafficked e-commerce sites. Motricity will power HSN's daily product specials that are delivered to subscribers three times per day along with HSN's customer service alerts, which will update subscribers with shipping information on their orders via SMS. Additionally, with Motricity, HSN will be able to advance its interactive mobile solutions and give viewers increased choice and engagement with the products and brands they love.

Motricity's mCore Gateway solution delivers secure and reliable mobile marketing campaigns and provides direct connections to U.S. wireless carriers for mobile content transport and premium billing services. Major components of mCore Gateway include:

- *Gateway Manager* - Direct connections with all major carriers for standard and premium messaging services as well as binary content delivery.
- *Campaign Manager* - Features mobile alerts, voting, polls, trivia and subscription management as well as an improved user experience and increased error handling and performance improvements.
- *Report Manager* - Offers increased visibility into mobile marketing campaign performance with a robust suite of campaign, subscriber and accounting reports. The enhanced reporting functionality offers substantial mobile marketing campaign data about message traffic in an easy-to-use dynamic report format, with numerous filtering and drill-through capabilities. These reports offer visibility into the performance of mobile marketing campaigns, subscriber status and retention, marketing impact, billing transactions and campaign growth with the ability to drill down into activity by consumer.

"We are excited to work with HSN to help the company achieve its goal of leading the mobile Internet commerce community," said Jim Ryan, chief strategy and marketing officer at Motricity. "HSN is a strong advocate of interactive and new media initiatives and we are proud to be the provider of choice in helping them create compelling, cutting-edge mobile marketing campaigns."

About Motricity

Motricity is the leading provider of mobile Internet services to the world's largest mobile data providers, including eight of the top 10 carriers in the United States and three of the top 10 global carriers, including AT&T, Verizon Wireless and T-Mobile. Motricity's award-winning mCore Platform provides a cost-effective, carrier-grade managed service that enables carriers to offer their customers a highly personalized, high-value mobile Internet experience. Motricity's customers see significant bottom line returns through increased mobile data revenue, as well as reduced customer churn. The mCore Platform also provides the ability for carriers to differentiate their mobile Internet value propositions and to better position themselves to actively participate in the evolving mobile data value chain. Motricity is headquartered in Bellevue, WA and has offices in Durham, NC, the U.K., and the Netherlands. For more information, visit www.motricity.com.

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, FusionBeauty, HoMedics, Perlier, Andrew Lessman's Procaps, Lancome, Serious Skin Care, ybf

Cosmetics); Jewelry (e.g. Paula Abdul, Heidi Daus, R.J. Graziano, IMAN Global Chic, michaeLisa, Noir, 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); 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: Motricity

Motricity

Jennifer Moranz, 425-638-8454

Jennifer.Moranz@motricity.com

or

PAN Communications

Lisa Astor, 978-474-1900

motricity@pancomm.com

Copyright Business Wire 2009