



## **HSN PARTNERS WITH ENTERTAINMENT ICON LIZA MINNELLI FOR THE EXCLUSIVE LAUNCH OF *THE LIZA COLLECTION* JUNE 30**

*-- Liza Minnelli Debuts on HSN To Kick Off Programming For The Multi-Channel Retailer's 33<sup>rd</sup> Birthday Celebration Month --*

(St. Petersburg, FL – May 24, 2010) – Liza Minnelli who recently made a cameo appearance in *Sex and the City 2*, will debut *The Liza Collection* on June 30 at 10pm EST on HSN. *The Liza Collection* – exclusive to HSN – will consist of limited-edition apparel and jewelry inspired by Liza's trademark look and recreated from her personal archives. Liza's appearance at HSN will kick off programming leading into the retailer's 33<sup>rd</sup> Birthday month in July.

"My life has provided me the ability to amass a wonderful wardrobe designed by fashion's brightest stars," said Liza Minnelli. "I am excited to work with HSN in launching *The Liza Collection* and to have the opportunity to share my favorite looks with millions of women who want to look fabulous and feel their very best."

The collection is a first for Liza within the fashion category, bringing to life some of her most recognized looks, including sequined separates and signature flowy pants. Jewelry is inspired from some of Liza's most treasured pieces pulled straight from her jewelry box including necklaces, bracelets, rings and earrings.

"We are honored to offer our customers this exclusive fashion collection from Liza Minnelli. Partnering with such a renowned star reinforces HSN's unique ability to effortlessly bridge the worlds of fashion and entertainment," said Lynne Ronon, Executive Vice President of Merchandising, HSN. "As one of the most celebrated entertainers today, I am confident Liza will connect directly with HSN customers in marrying her iconic style with their own."

Liza Minnelli is one of the most versatile and highly regarded performers in the entertainment industry. She began her show business career at an early age and won her first Tony Award for Best Actress in a musical by the time she was 19. Since then, Liza has garnered critical acclaim for various acting roles and has risen to international stardom. Along with countless honors and awards, Liza Minnelli is one of very few personalities to win entertainment's top four awards – The Oscar, The Tony, The Emmy and The Grammy.

The *Liza Collection* will debut at 10 p.m.–midnight EST on June 30 at HSN and hsn.com. Retail prices for apparel will range from \$29.90 for a Charmeuse Scarf to \$129.90 for a Sequined Boyfriend Blazer and for jewelry from \$39.95 for Silver-tone Triple Heart Pave Drop Earrings to \$79.95 for a Silver-tone Pave Rose Bangle.

## About HSN

Headquartered in St. Petersburg, FL, HSN is a leading interactive multichannel retailer offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates experts, entertainment, inspiration, solutions, tips and ideas to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in **Health & Beauty** (e.g. M. Asam, Carol's Daughter, Coty, FranBrand, FusionBeauty, Andrew Lessman's Procaps, Lancome, Perlier Beauty, Serious Skin Care, Wei East, ybf Beauty); **Jewelry** (e.g. Heidi Daus, Grayce by Molly Sims, R.J. Graziano, IMAN Global Chic, michaelisa, Noir, Amedeo Scognamiglio, Tori Spelling, Serena Williams Signature Statement); **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. American Glamour Badgley Mischka, Curations with Stefani Greenfield, Sam Edelman, Loulou de la Falaise, Chi by Carlos Falchi, Diane Gilman, "Timeless" by Naeem Khan, Adrienne Landau, Twiggy); and **Electronics** (e.g. Canon, Gateway, GE, HP, JVC, Kodak, LG, Sony).

A leader in transactional innovation, HSN is the only retailer offering live streaming video on three screens: TV network, which broadcasts live to 94 million households in the US in HD 24/7; hsn.com, which ranks in the top 30 of the top 500 internet retailers and features 15,000 product videos; and mobile via its iPhone application. HSN customers are also able to shop via HSN's live in-flight shopping experience, which launched in late 2009. HSN, founded 32 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq: HSNI).

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