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Like any combination of businesses which are similar, there is some duplication of effort and function which will need to be addressed. This work will impact some of our employees once the transaction is closed. We will work closely with QVC leadership over the coming months to develop a thoughtful and a comprehensive integration plan which will ensure the future business is stronger as we expect, but also that we treat our employees with respect and dignity as we work through the details of the go-forward plans. We are confident this transaction is in the best interest of HSNi and our stakeholders. And since we are not necessarily parting ways with our shareholders, who have the opportunity to continue with us as Liberty shareholders, we do hope that you join us for the journey ahead.

It's a journey that we are confident will bring significant advantages and also build on our rich legacy as a pioneer in the retailing industry. As the first home shopping network, who is now celebrating its 40th anniversary, we've redefined retail using storytelling, the power of personalities and new forms of broadcast technology to reach consumers in an engaging and exciting way. Our approach to product selection, original programming and creative use of technology has attracted millions of customers and given us a level of reach and relevance in the lives of those customers that sets us apart.

Now is the right time to join forces with QVC. It makes us part of a larger organization in a larger platform across which we can share resources, ideas and better leverage sales channels in new ways. We are confident this combination will both benefit our customers and accelerate our growth trajectory faster than we could have achieved on our own. ~~By joining forces with QVC, we are confident that what's special about the HSN and Cornerstone Brands, keeping our distinctive positioning and shopping experience to delight our loyal consumer base.~~

As Mike said, we will operate as separate brands under the QVC Group, with HSN, Inc. continuing to be based in ~~Atlanta~~ ~~dist~~ ~~celer~~ ~~our~~ ~~ous~~

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Mike or Rod, do you guys want to add anything on the first part?

No. It's the same. Some really impressive businesses in that Cornerstone portfolio as HSNi has kind of focused on evolving that business. So, nothing else to add on that. In terms of the — I think your other part of the question was around the challenges. I'd say a couple things and then, obviously Rod and Greg could chime in as well.

For us, it's about respecting the two brands and their unique cultures, the way they go to the market, not trying to impose a one-size-fits-all on two distinct brands with distinct heritages. We're acquiring HSNi because we think the brand is very additive. And so, we are either 1

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this communication, and Liberty Interactive, QVC and HSNi expressly disclaim any obligation or undertaking to disseminate any updates or revisions to any forward-looking statement contained herein to reflect any change in Liberty Interactive's, QVC's or HSNi's expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based. Please refer to the publicly filed documents of Liberty Interactive, QVC and HSNi, including the most recent Forms 10-K and 10-Q for additional information about Liberty Interactive, QVC and HSNi and about the risks and uncertainties related to the business of each of Liberty Interactive, QVC and HSNi which may affect the statements made in this communication.

No Offer or Solicitation

This communication relates to a proposed business combination between HSNi and Liberty Interactive. This announcement is for informational purposes only and nothing contained in this communication shall constitute an offer to buy or a solicitation of an offer to sell any securities or the solicitation of any vote in any jurisdiction. No offer of securities shall be made except by means of a prospectus meeting the requirements of Section 10 of the Securities Act of 1933, as amended.

Additional Information

Liberty Interactive stockholders, HSNi stockholders and other investors are urged to read the registration statement and the proxy statement/prospectus to be filed regarding the proposed acquisition and any other relevant documents filed with the SEC, as well as any amendments or supplements to those documents, because they will contain important information about the proposed acquisition. Any definitive proxy statement(s) (if and when available) will be mailed to stockholders of HSNi. Copies of these SEC filings are available free of charge at the SEC's website (<http://www.sec.gov>). Copies of the filings together with the materials incorporated by reference therein are also available, without charge, by directing a request to Liberty Interactive Corporation, 12300 Liberty Boulevard, Englewood, Colorado 80112, Attention: Investor Relations, Telephone: (720) 875-5420. Copies of documents filed with the SEC by HSNi will be made available free of charge on HSNi's website at <http://www.hsn.com> or by contacting HSNi's Investor