

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: August 9, 2012

LIBERTY INTERACTIVE CORPORATION

EXHIBIT INDEX

Exhibit No.

Name

99.1

Press Release dated August 9, 2012

Liberty Interactive Completes Recapitalization into Two Tracking Stocks

Englewood, Colorado, August 9, 2012 - Today Liberty Interactive Corporation (the "Company"), completed a previously announced transaction whereby it recapitalized its common stock into two tracking stocks, the Liberty Interactive tracking stock and the Liberty Ventures tracking stock (the "recapitalization"). Immediately following the recapitalization, the Company distributed, by means of a dividend (the "distribution"), to holders of its Series A Liberty Interactive common stock and Series B Liberty Interactive common stock as of 5:00 p.m. New York City time on August 9, 2012 (the "distribution record date") (i) shares of its newly created Series A and Series B Liberty Ventures common stock and (ii) transferable subscription rights to purchase shares of Series A Liberty Ventures common stock (each such right, a "Series A Right") in a rights offering to follow the distribution.

In the distribution, (i) each holder of the Company's Series A Liberty Interactive common stock received (a) 0.05 of a share of Series A Liberty Ventures common stock for each share of Series A Liberty Interactive common stock held by them as of the distribution record date and (b) $\frac{1}{3}$ of a Series A Right for each share of Series A Liberty Ventures common stock received by such holder in the distribution, and (ii) each holder of the Company's Series B Liberty Interactive common stock as of the distribution record date received (a) 0.05 of a share of Series B Liberty Ventures common stock for each share of Series B Liberty Interactive common stock held by them as of the distribution record date and (b) $\frac{1}{3}$ of a Series A Right for each share of Series B Liberty Ventures common stock received by such holder in the distribution.