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Qurate Retail Group Announces Transition of Improvements® Brand to HSN

Improvements will Operate as a Proprietary and Exclusive HSN brand, in a Strategic Move to Streamline Efficiencies and Best Position the Brand for Long-Term Success

WEST CHESTER, Pa., July 31, 2018 /PRNewswire/ -- Today, Qurate Retail Group announced that Improvements® - a solution-based company that brings its customers new and better ways to shop for products that improve their day-to-day lives - will be transitioned into HSN, in a strategic move to create efficiencies and best position the brand for long-term success. As a result of this integration, Improvements will remain a part of HSN, however, the company will close its Cleveland operations over the coming months.

"We believe this integration into HSN and delivering the brand exclusively on digital, video and broadcast platforms will best position Improvements for success," said Claire Spofford, President of Cornerstone Brands (CBI). "We are grateful for the hard work and dedication demonstrated by all of our team members during this transition, and look forward to the new opportunities that will come from merging Improvements with HSN."

"This is an important step for HSN as we focus on instilling strong operating practices and principles with an eye toward driving long-term shareholder value and continuing to offer engaging shopping experiences and differentiated products to our customers," said Mike Fitzharris, President of HSN.

Improvements will continue to offer its catalog into the fourth quarter of 2018 and customers will also be able to purchase products online. Previously, Improvements was a part of CBI, an established leader in interactive, aspirational home and apparel lifestyle. In 2018, Improvements became part of the newly formed Qurate Retail Group, alongside QVC, HSN, zulily, Ballard Designs, Frontgate, Garnet Hill, and Grandin Road — all dedicated to providing a 'third way to shop,' beyond transactional ecommerce or traditional brick-and-mortar stores.

About Qurate Retail Group

Qurate Retail Group comprises seven leading retail brands — QVC, HSN, zulily, Ballard Designs, Frontgate, Garnet Hill and Grandin Road— all dedicated to providing a 'third way to shop,' beyond transactional ecommerce or traditional brick-and-mortar stores. Globally, Qurate Retail Group is #1 in video commerce, reaching approximately 370 million homes worldwide via 16 television networks and multiple ecommerce sites, social pages, mobile apps, print catalogs, and in-store destinations. Qurate Retail Group is #3 in ecommerce in North America and #3 in mobile commerce in the US (according to Internet Retailer). Qurate Retail Group combines the best of retail, media and social to curate products, experiences, conversations and communities for millions of highly discerning shoppers -- bringing joy, inspiration and humanity to shopping. Qurate Retail Group also curates large audiences, across multiple platforms, for thousands of brand vendors. Headquartered in West Chester, PA, Qurate Retail Group has 27,000 team members in the US, the UK, Germany, Japan, Italy, France, Poland and China. For more information, visit www.qurateetailgroup.com.

Qurate Retail, Inc. (NASDAQ: QRTEA, QRTEB) includes the Qurate Retail Group portfolio of brands as well as other minority investments.

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