



May 10, 2017

HSN and Time Inc. Partner to Launch Exclusive New Food & Wine Product Line This Fall With Innovative Distributed Content & Commerce Platform on TV, Digital and Mobile

Products to be sold on HSN and will be introduced via seamless transactional experiences on FoodandWine.com; offering a comprehensive assortment of culinary and housewares products under the Food & Wine brand

ST. PETERSBURG, Fla., May 10, 2017 (GLOBE NEWSWIRE) -- Leading entertainment and lifestyle retailer, [HSN](#), an operating segment of HSN, Inc. (Nasdaq:HSNI), and Time Inc.'s (NYSE:TIME) Food & Wine announce a strategic alliance that will bridge retail, content and product through integrated experiences across the content and commerce platforms of both properties, launching in October. The partnership will leverage HSN's Boundaryless Retail® experience that drives seamless transactions and content-driven experiences; and also advance Time Inc.'s strategy of tapping into new consumer experiences and opportunities for Time Inc.'s brands which already reach over 170 million consumers every month. The partnership will marry content and commerce via an editorially-curated digital experience on FoodandWine.com.

"We are thrilled to collaborate with Time Inc. to introduce new partnership strategies that will engage customers in unique ways, leveraging both our combined content-driven experiences and target audiences," said Bill Brand, President, HSN. "We are creating a business model that will serve as a cornerstone in our strategy to inspire customers to shop wherever they go."

This partnership marks the first time Time Inc. and HSN are launching a dedicated distributed content platform, where users can explore shoppable content, exclusive instructional videos and recipes. The FoodandWine.com platform will feature a branded product line that has been thoughtfully designed by the Food & Wine editorial team, ensuring quality and functionality, and rigorously tested by Food & Wine's team of test kitchen experts in Food & Wine's renowned Test Kitchen. The product range will touch on cookware, cutlery, kitchen tools and accessories, small kitchen appliances and more, ranging in price from \$20.00 — \$200.00. Additionally, the platform will feature curated products that will provide shoppers with everything they need for the best in cooking and entertaining.

"The opportunity to partner with HSN and expand Time Inc.'s brands is a strategic focus. The combination of our premium brand Food & Wine, and HSN's consumer experience is an ideal partnership as we unlock new platforms that expand our audience and drive revenue," said Bruce Gersh, SVP, Strategy and Business Development, Time Inc.

For the first time ever, HSN and Food & Wine will be hosting a national casting call to secure a culinary talent representative for the collaboration. The selected person will appear on HSN and FoodandWine.com, sharing their expertise within the culinary space to demonstrate the product line. The talent search will be conducted this summer.

The interactive storefront will launch in October on FoodandWine.com. This unique marketing program is a key component of HSN's entertainment integration strategy, which drives engagement across all of HSN's shopping platforms, including TV, digital and mobile.

For more information and to shop the Food & Wine collection this fall, please visit www.hsn.com and www.FoodandWine.com, and join the conversation @HSN on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

About HSN:

HSN is a leading entertainment and lifestyle retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, Fashion/Accessories, and Electronics. HSN broadcasts live to over 91 million households in the US 24/7 and its website - hsn.com features more than 50,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, founded 40 years ago as the first electronic retailer, is an operating segment of HSN, Inc. (Nasdaq:HSNI). For more information, please visit www.HSN.com, or follow @HSN on Facebook and Twitter.

About Time Inc.:

Time Inc. (NYSE:TIME) is a leading content company that engages over 170 million consumers every month through our portfolio of premium brands across platforms. By combining our distinctive content with our proprietary data and people-

based targeting, we offer highly differentiated end-to-end solutions to marketers across the multimedia landscape. Our influential brands include People, Time, Fortune, Sports Illustrated, InStyle, Real Simple and Southern Living, as well as approximately 50 diverse titles in the United Kingdom. Time Inc. has been extending the power of our brands through various acquisitions and investments, including Viant, an advertising technology firm with a specialized people-based marketing platform; The Foundry, Time Inc.'s creative lab and content studio; and the People Entertainment Weekly Network (PEN). The company is also home to celebrated events, such as the Time 100, Fortune Most Powerful Women, People's Sexiest Man Alive, Sports Illustrated's Sportsperson of the Year, the Essence Festival and the Food & Wine Classic in Aspen.

About FOOD & WINE:

FOOD & WINE is the ultimate authority on the best of what's new in food, drink, travel, design and entertaining. FOOD & WINE has an extensive social media following on Facebook, Twitter, Instagram, Pinterest, Tumblr and Snapchat. FOOD & WINE includes a monthly magazine in print and digital; a website, foodandwine.com; a books division; plus newsletters, clubs, events, dinnerware, cookware and a restaurant partnership, Chefs Club by FOOD & WINE. FOOD & WINE is a registered trademark of Time Inc. Affluent Media Group.

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