



August 7, 2017

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ST. PETERSBURG, FLORIDA – August 7, 2017 – Leading entertainment and lifestyle retailer, [HSN](#), an operating segment of HSN, Inc. (NYSE: HSNI), will be celebrating entrepreneurs throughout the month of August as part of its American Dreams initiative – a program designed to tap into the joy and excitement of discovering new entrepreneurs, while collaborating with strategic partners to find, educate and train inventors as they bring their products to fruition. As part of this month-long celebration, it will be marking an incredible milestone for Kavita Shukla, entrepreneur behind FreshPaper, as she prepares to become the only American Dreams entrepreneur during the month to have a dedicated Today's Special – where the majority of HSN programming will feature her product, FreshPaper.

FreshPaper – a natural produce saver sheet infused with organic spices that keep fruits and veggies fresh longer – started as Kavita's middle school science project based on her grandma's home remedy. Kavita introduced it to her community at a local farmer's market, where she was encouraged with the positive feedback she received. From this experience, she realized her simple idea might help make healthy eating more affordable in her community, but she never imagined that within a few years, a grassroots movement would take FreshPaper to farmers, families and retailers across the globe.

Since her launch on HSN in September 2016, Kavita has sold one million sheets of FreshPaper! Kavita has often said that one of the greatest barriers to starting her company was that she didn't know of many women role models who were CEOs or inventors, and didn't believe that it was possible for someone like her to bring her idea to the world. On August 7, during her appearance on HSN, Kavita will launch the FRESHVOICES campaign in partnership with HSN, Women and the World, and Vital Voices to highlight the stories of women entrepreneurs. FRESHVOICES aims to change perceptions through storytelling to inspire more women innovators to take the next step with their ideas.

"It's been a dream come true for me to now be able to share my story and our mission with millions of households on HSN," said Shukla. "I am so excited to have the opportunity to 'pay it forward.' Together with HSN, Vital Voices, and Women in the World, we're launching FRESHVOICES — an unprecedented campaign highlighting the incredible stories of trailblazing women entrepreneurs to inspire the next generation of women innovators to take the next step with their ideas."

As a part of the FRESHVOICES campaign, for each FreshPaper Today's Special package sold, Kavita will be making an in-kind FreshPaper donation to Vital Voices to support women entrepreneurs. In addition, one HSN viewer will win the chance to attend the 2018 Women in the World Summit at Lincoln Center in NYC and walk the red carpet with Kavita - just 5 years after Kavita first received a critical grant for her small social enterprise at the star-studded event.

Kavita Shukla will appear on HSN on Monday, August 7, for her first-ever Today's Special featuring FreshPaper. Tune in beginning at 12 a.m. on August 7 to shop the FreshPaper assortment.

For more information about HSN's American Dreams initiative, please visit www.hsn.com and search "American Dreams," and join the conversation @HSN on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

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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 90 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 American Dreams

For 40 years, HSN – the original TV retailer – has been dedicated to finding and supporting innovators, inventors and entrepreneurs. HSN help new entrepreneurs bring their products to life and give them the HSN platform share their product and their story. Today, more than ever, we believe in the powerful role small businesses play in building communities and local economies. HSN has developed strategic partnerships with Good Housekeeping, CBS' HATCHED and more to further discover and elevate entrepreneurs across the country.

About Kavita Shukla and FreshPaper

Kavita Shukla is the Founder and CEO of Fenugreen, a social enterprise taking on the massive global challenge of food waste with FreshPaper, a simple innovation for keeping food fresh.

Kavita holds four patents and was the youngest woman ever to receive the INDEX Design to Improve Life Award – the world's largest prize for design, presented by the Crown Princess of Denmark.

FreshPaper started as Kavita's middle school science project, inspired by a home remedy from her grandmother in India. Kavita began selling handmade FreshPaper at a local farmer's market in Cambridge, Massachusetts. Today, FreshPaper is used by farmers and families across the globe, and Fenugreen has partnered with some of the largest retailers in the world. Kavita has testified before the United States Congress about how her simple innovation went global, and has been invited to speak at the Nobel Prize Dialogues in Stockholm. Kavita was also a featured speaker at the Women in the World Summit, along with Hillary Clinton, Angelina Jolie, Meryl Streep, and Oprah Winfrey.

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