



PRESS RELEASE

***TV ICON MYRKA DELLANOS INTRODUCES JEWELRY COLLECTION ON HSN-
WORLD EXCLUSIVE Myrka Dellanos Jewelry to Launch on HSN May 28 at 1pm and 9pm***

St. Petersburg, FL – May 2008

The most recognizable face on Spanish television, Emmy-award winning broadcast journalist Myrka Dellanos launches into her first-ever fashion jewelry line with the “Myrka Dellanos Jewelry Collection.” A line inspired by Myrka’s international lifestyle and a divine fashion sense, the jewelry rivals Myrka’s own diverse treasure chest. The much-anticipated collection, which debuts exclusively on HSN and HSN.com on Wednesday, May 28, is an assortment of bold statement pieces full of life and color, just like Myrka herself.

“As a busy, career-focused woman and mom, I know that great jewelry is essential for every night whether you’re going to the office or to dinner,” says Myrka Dellanos. “For me, the collection is an array of pieces that make it effortless to transition from day to night, from television host to mom.”

Myrka’s collection includes necklaces, earrings, bracelets, watches and rings in brilliant goldtones and silvertones. The assortment features bold stones in red, green, blue and purple, along with a delicate selection of vibrant beads in an array of colors, ideal for accenting any look. Prices range from \$19.00 for a set of simulated peridot oval drop earrings to \$59.00 for a goldtone, simulated coral pendant necklace to \$119.00 for an etched pendant necklace with red stone-drop beads.

“For more than a decade, Myrka has been a trusted television mainstay and highly-watched fashion icon in both Latin America and North America,” said John Bosco, Senior Vice President of Jewelry Merchandising for HSN. “HSN is delighted to be the exclusive home for Myrka’s collection and to partner with her on this extraordinary new chapter in her career.”

The Myrka Dellanos Jewelry Collection premieres on HSN on Wednesday, May 28 at 1p.m. and 9p.m. (all times EDT). The entire collection will also be available at www.HSN.com as of May 28.

About HSN:

HSN is an interactive lifestyle network and retail destination, offering a cultivated assortment of exclusive products combined with the “best of breed” in top brand names. The HSN experience takes shopping to a new level by incorporating experts, entertainment, inspiration, solutions, tips and ideas for its customers. On HSN and HSN.com, customers will find exceptional selections in Beauty (e.g. Clarins, Philippe Chansell’s Ready To Wear, Perlier, Color by Cynde Watson, Wei East); Jewelry (e.g. Heidi Daus, R.J. Graziano, IMAN Global Chic, Jay King, Tori Spelling); Home/Lifestyle (e.g. Colin Cowie, Dyson, Todd English, Emeril Lagasse, Andrew Lessman, Joy Mangano, METHOD, Wolfgang Puck);

Fashion/Accessories (e.g. Carlos Falchi, Tina Knowles, SCOOP Style, Sharif); and Electronics (e.g. Garmin, Gateway, GE, Kodak, Magellan, Panasonic, Samsung, Westinghouse).

HSN is available across all media including its TV network, the 4th largest cable network in the U.S., reaching 90 million homes, and HSN.com, which ranks in the top 30 of the top 500 internet retailers. HSN, the original shopping network, is an operating business of IAC (Nasdaq: IACI).

About Myrka Dellanos:

Myrka Dellanos is more than a host on Univision's Network. She's one of the most recognizable personalities on Spanish television, a published author, a mother, a broadcast journalist with over 100 million viewers throughout North America, Latin America and worldwide, a two-time Emmy Award winning journalist, "Star of the Year" for People En Espanol magazine in December 2004, been "The Most Beautiful Person" as noted by People en Espanol in '06 and '08, hosted Latina pre-award shows and interviewed prominent figures such as boxing champ Oscar de la Hoya, Jennifer Lopez and Ricky Martin. She's been named "Outstanding Young Woman of America," an "Outstanding Woman in Broadcasting" by the Florida United Way and "Hispanic of the Year" by the Direct Marketing Association of America. If that's not impressive enough, she's an international spokesperson for "Save the Children," has worked with the American Diabetes Foundation and the United Nations and has also guest co-hosted, "The View."

Press Contact

HSN: Lisa Zupko, 727.872.5718