

## And The Winners Are...

To quote the great Houdini himself, "...There is nothing more contagious than exuberant enthusiasm."

That statement so perfectly personifies the excitement that surrounded our 3rd Annual Awards Gala, aptly titled, The Magic Show.

This year's gala, held on March 7<sup>th</sup>, 2013 at the Renaissance Vinoy Resort and Golf Club, celebrated the remarkable contributions of our top Partners of 2012 across 24 categories relating to HSN's pillars of success: Customer-Centric, Inspiring, Distinctive, Fun, Dynamic, and Community-Oriented.

Out of 1,200 eligible Partners, over 250 nominations were submitted across all categories. Each nomination was carefully reviewed by a senior selection committee, comprised of VP and SVP leaders, along with the HSN Executive Committee, to determine the finalists for each category.

At the gala, more than 70 Partner finalists were celebrated for their extraordinary efforts, commitment, creativity and innovation talent that contributed to the successes of 2012.

Each award category and its finalists was presented by one of the HSN Executive Committee Members and an HSN Show Host. The custom Zen Glass Studio awards were handed to the winners by HSN model Kristin Black, and winners delivered heartfelt acceptance speeches as true testaments to their enduring Partnerships with HSN.

Throughout the night, *America's Got Talent* finalist Drew Thomas, and his magic troupe, mystified the audience with spellbinding illusions and great escapes, lending a true magical touch to the night.

We greatly value our HSN Partners, and were thrilled to highlight their extraordinary efforts, commitment, creativity and innovation at this special event.

It is our pleasure to congratulate this year's annual recognition finalists and winners...

### OVERALL

#### **PARTNER OF THE YEAR**

Exceeds expectations across all of HSN's strategies and business goals.

**Winner:** Joy Mangano

#### **HSN LEGEND**

A person who, during their long tenure at HSN, has made significant contributions to the success of the business.

**Winner:** Tony Little

#### **INSPIRATIONAL VOICE**

A person who exemplifies the spirit and attitude of what it means to live your life to the fullest – and, more importantly, for empowering herself, and other women, to embrace the ageless brilliance and beauty that exists within all of us.

**Winner:** Diane Gilman

## STRATEGIC PARTNERSHIPS

### BEST SUPPORTING BUSINESS

A Business Partner who demonstrates strong alignment in support of one of the corporate functions (for example: Finance, IT, Logistics, HR, Legal, etc.); actively supports key strategies to deliver positive impact or results.

**Nominees:** IBM, Insurance Office of America, Korn/Ferry International, Seyfarth Shaw LLP

**Winner:** Korn/Ferry International

### STRATEGIC DIGITAL ALLIANCE

Creating innovative business ideas and strategies with HSN Digital Team that result in a positive impact and/or change for our mutual success.

**Nominees:** Arkadium, BlueGlass, Razorfish

**Winner:** Razorfish

### STRATEGIC MARKETING ALLIANCE

Creating innovative business ideas and strategies with HSN Marketing that result in a positive impact and/or change for our mutual success.

**Nominees:** Hearst Communications Inc. for House Beautiful Marketplace, Norwegian Cruise Line, Total Beauty Media Group

**Winner:** Norwegian Cruise Line

### MARKETING PACESETTER

This award is given each year to a Partner that has “set the pace” in a significant way in support of the HSN business, a particular field of expertise, and/or the industry. The “Pacesetter” also represents a partnership that others can emulate.

**Winner:** Paramount Pictures for “The Guilt Trip”

### BREAKTHROUGH COLLABORATION

An unconventional partnership that resulted in bringing innovative solutions and value to the marketplace by thinking beyond business as usual.

**Winner:** Toyota Motor Sales, USA, Inc.

### TV DISTRIBUTION PARTNER OF THE YEAR

Demonstrates exemplary support of HSN Affiliate Relations' strategies.

**Nominees:** AT&T U-verse, Blue Ridge Communications, Midcontinent Communications

**Winner:** AT&T U-verse

Blue Ridge Communications

Midcontinent Communications

## CUSTOMER-CENTRIC

### QUALITY ASSURANCE & CUSTOMER EXPERIENCE

Exceeds customer expectations at every touch point; consistently delivers high quality product as defined by the customer (dotcom reviews, return rates, service calls).

**Nominees:** Andrew Lessman, GFI Software, Ferris Coffee & Nut Co.

**Winner:** Andrew Lessman

## **OPERATIONAL EXCELLENCE –**

Consistently demonstrates operational excellence by delivering on-time and accurate shipments.

### **TRADITIONAL**

**Nominees:** Bestco Industrial, Ltd., Dyson, Prai Beauty

**Winner:** Dyson

### **DROP SHIP**

**Nominees:** International Marketing Group, New Age Electronics, SED International

**Winner:** New Age Electronics

## **BEST BEHIND-THE-SCENES**

HSN supplier who consistently serves as a “go to Partner” in support of the business.

**Nominees:** Crest Gems, David’s Cookies, Fortune Footwear, Tiger L, LLC

**Winner:** Fortune Footwear

## **INSPIRING**

### **CUSTOMER GROWTH**

Partner has achieved significant total file growth, new customer growth, and best customer growth; Partner stays connected and engages with customers via social media, new product lines, special promotions, etc.

**Nominees:** Alliance Data Systems, Emeril, Joy Mangano, Rhonda Shear

**Winner:** Emeril

### **BEST BRAND LAUNCH**

Most successful brand launch; ignites customers’ impulse to shop.

**Nominees:** Bon Appétit, Coca-Cola, Randy Jackson Guitar Collection, Trish McEvoy

**Winner:** Coca-Cola

### **BEST PRODUCT**

Provides a unique and exclusive product that surprises and delights customers; great value.

**Nominees:** Beats by Dr. Dre, Joan Boyce “Glam” Slippers, Serious Skincare for Microcurrent Plus Facial Toning Tool, Wolfgang Puck Garnishing Set

**Winner:** Serious Skincare for Microcurrent Plus Facial Toning Tool

## **DISTINCTIVE**

### **BEST CURATOR**

Offers what is right for the customer and the brand.

**Nominees:** Adrien Arpel, Heidi Daus, Joan Boyce

**Winner:** Heidi Daus

### **BEST E-COMMERCE PARTNER**

Actively supports HSN's expanded assortment web strategy.

### **ECO**

**Nominees:** ALMO E-Commerce, Fillpoint, LLC, New Age Electronics

**Winner:** ALMO E-Commerce

### **WEB ONLY**

**Nominees:** Hunter Fan Company, MegaGoods, Inc., Southern Enterprises

**Winner:** Southern Enterprises

### **FUN**

### **BEST ENTERTAINER**

Engages customer through innovative, creative and fun presentations.

**Nominees:** David Evangelista, Professor Amos, Robert Verdi, Samantha Brown

**Winner:** Samantha Brown

### **BEST EVENT**

Most successful event; significant contributions in creative development of brand marketing, production and media assets.

**Nominees:** Universal Music Group for Rod Stewart Holiday Concert, Universal Music Group Nashville for Lionel Richie on HSN Live, Universal Pictures for Snow White and the Huntsman

**Winner:** Universal Pictures for Snow White and the Huntsman

### **DYNAMIC**

### **MOST INNOVATIVE**

**Radiancy, Inc. and MME for No! No!**

Mac at Home for Origami Home Solution Products

Lancôme for Genifique

### **COMMUNITY-ORIENTED**

### **BEST SOCIAL MEDIA PARTNER**

Successfully leverages and actively uses social media to drive brand awareness (facebook, twitter, You Tube, HSN Blogs, When to Watch, etc.).

**Nominees:** Amedeo Scognamiglio, Carol Brodie, Deborah Lippmann, Stacey Schieffelin

**Winner:** Deborah Lippmann

### **HSN CARES**

Consistently demonstrates commitment to serve the community by partnering with HSN in support of charitable organizations.

**Nominees:** March of Dimes (Andrew Lessman), Rita Hayworth Collection (Crest Gems), St. Jude Children's Research Hospital: Iris Apfel, St. Jude Children's Research Hospital: Jeffrey Banks, St. Jude Children's Research Hospital: RJ Graziano

**Winner:** St. Jude Children's Research Hospital: Jeffrey Banks