

**QVC HOLDS NATIONAL PRODUCT SEARCH SEEKING INNOVATIVE  
AND UNIQUE PRODUCTS FOR ITS LIVE TELEVISION PROGRAMMING**

*Four Regional Locations for Potential Vendors to Present their Consumer Products to QVC's Merchandising Representatives*

**WEST CHESTER, Pa.** (March 9, 2004) -- Entrepreneurs will have the opportunity to present their consumer products to QVC at the e-commerce leader's National Product Search Discovery Tour. The national product search, which kicks off April 2, 2004 in Las Vegas, NV, will provide inventors, designers and manufacturers with a forum to share their innovative consumer products with QVC representatives from the merchandising and vendor relations divisions. Advanced registration is requested and information can be found at [www.QVCproductsearch.com](http://www.QVCproductsearch.com).

Last year, QVC held a national product search at its world headquarters in West Chester, PA, where more than 1,100 inventors and entrepreneurs presented unique products to QVC representatives. Since then, 16 vendors from the product search have appeared on QVC, collectively generating more than \$2.3 million in sales.

"QVC has experienced great success with previous product searches," said Darlene Daggett, QVC's president of US commerce. "We have discovered many innovative products that have become top revenue generating items."

Following are the locations for QVC's National Product Search Discovery Tour:

Friday, April 2

The Rio All Suite Hotel and Casino  
3700 W. Flamingo Ave.  
Las Vegas, NV

Thursday, April 15

Millennium Knickerbocker Hotel  
163 East Walton Place at N. Michigan  
Avenue  
Chicago, IL

Tuesday, April 13

The Sheraton Mid Town Atlanta at  
Colony Square  
188 14th Street at Peachtree  
Atlanta, GA

Friday, April 23

QVC Studio Park  
1200 Wilson Drive  
West Chester, PA

QVC introduces more than 250 new products to its viewers each week. Products on QVC that have shown great success are those that are demonstrable on live television, solve an everyday problem, appeal to a broad audience, have unique features and benefits and are topical or timely.

QVC will select the top products from each of the searches to put on a special QVC broadcast in August 2004. During the broadcast, viewers will get to see and purchase the products scouted during the National Product Search Discovery Tour.

QVC, Inc., a \$4.3 billion company, is an e-commerce leader, marketing a wide variety of brand name products in such categories as home furnishing, licensed products, fashion, beauty, electronics and fine jewelry. QVC reaches over 85 million homes in the United States. Other divisions/subsidiaries include QVC.com, Q Direct, Q Records and Video, QVC @, QVC Local, QVC ProductWorks. The QVC Studio Tour is located at the company's world headquarters in West Chester, PA.

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