

# Superbrands

## Media Coverage

Country	Date	Publication
Italy	2016	Press Clippings



## QVC is One of Italy's 'Superbrands'

### CORPORATE

Superbrands, an organization that identifies and celebrates outstanding brands in 80 countries worldwide, has honored QVC as one of Italy's leading brands.

QVC was among 24 outstanding brands recognized in Italy last month, joining Aperol, BMW, Bottega Verde, Fastweb, ING Direct, Tupperware, Unieuro, Vaillant, Vallè, and others.

The awards were presented at Milan's Radio Italia Auditorium, where Superbrands editor Sergio Tonfi urged the honorees to stay in the lead. "To be super we have to be forward-looking, build real relationships with people and keep on investing on the value of the brand with dedication and great passion."

Each "Superbrand" will be profiled in "Il libro delle grandi marche" (The Book of Big Brands).

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## About QVC

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QVC, Inc., a wholly owned subsidiary of Liberty Interactive Corporation (NASDAQ: QVCA, QVCB), is the world's leading video and ecommerce retailer. QVC is committed to providing its customers with thousands of the most innovative and contemporary beauty, fashion, jewelry and home products. Its programming is distributed to approximately 360 million homes worldwide through operations in the U.S., Japan, Germany, United Kingdom, Italy, France and a joint venture in China. Based in West Chester, Pa. and founded in 1986, QVC has evolved from a TV shopping company to a leading ecommerce and mobile commerce retailer. The company's website, QVC.com, is ranked among the top general merchant Internet sites. QVC, Q, and the Q Ribbon Logo are registered service marks of ER Marks, Inc.

<http://corporate.qvc.com/newsroom/happenings/qvc-one-italys-superbrands/>