



## AT A GLANCE

### Corporate Facts

#### Business

- ◆ QVC was founded by Joseph Segel in June 1986.
- ◆ QVC broadcasts live 24 hours a day, 364 days a year.
- ◆ In 2009, QVC net sales reached more than \$7.3 billion.

#### U.S. Sites

- ◆ **QVC's headquarters** are based at Studio Park in West Chester, PA (30 miles west of Philadelphia).
- ◆ **QVC's telecommunications centers** are located in San Antonio, TX; Port St. Lucie, FL and Chesapeake, VA.
- ◆ **QVC's distribution centers** are located in Lancaster, PA; Suffolk, VA; Rocky Mount, NC and Florence, SC.

#### Reach

- ◆ **QVC** broadcasts live 24 hours each day and reaches approximately 98 million U.S. households.
- ◆ **QVC UK** broadcasts live 17 hours each day and reaches over 21 million households.
- ◆ **QVC Germany** broadcasts live 24 hours each day and reaches over 37 million households.
- ◆ **QVC Japan** broadcasts live 24 hours each day and reaches over 17 million households.
- ◆ **QVC Italy** is scheduled to launch in October 2010.

#### Employees

- ◆ QVC employs approximately 17,200 people worldwide.

#### Fun Facts

- ◆ QVC presents 1,150 products every week – 288 of these products are brand new to the QVC customer. Brand leaders include philosophy, *Dell*<sup>™</sup>, and Bare Escentuals.
- ◆ On November 10, 2007, QVC set a record for the most orders taken in a 24-hour period with 851,627 orders.
- ◆ QVC's U.S. distribution centers can pack up to 300,000 packages daily. QVC's worldwide warehouse space is the size of approximately 109 U.S. football fields.
- ◆ QVC achieved its best sales day ever on December 2, 2001, with over \$80 million in orders taken; the *Dell*<sup>™</sup> Intel Pentium IV personal computer was the most popular item sold on that day.
- ◆ QVC.com attracts 5.2 million unique visitors each month. To date, 50 million people worldwide have shopped with QVC.
- ◆ QVC shipped its one billionth package on Thursday, March 22, 2007.

## Buzz on the Q

- ◆ **QVCHD:** On 4.30.08, QVC launched an HD simulcast of its domestic broadcast. On 5.5.09, QVC began broadcasting a native 1080i HD signal.
- ◆ **iQdoU?:** On 9.23.07, QVC launched its nationwide campaign to redefine ourselves and revolutionize the way you think about shopping.

## Shop 24 Hours a Day

- ◆ To place an order with a **Customer Representative**, call **1.800.345.1515**.
- ◆ To place an order using **Automated Ordering**, call **1.800.345.1212**.
- ◆ To place an order **online**, visit **QVC.com**.
- ◆ To place an order on your **mobile phone**, visit QVC's mobile site **http://m.qvc.com**.
- ◆ **Text** order your item number to **78246**.
- ◆ Shop on your **iPhone** or **iPod Touch**. Download the free **QVC iPhone App**.
- ◆ Para llamadas **en español**, **1.800.328.0890**.
- ◆ **TTY** for the hearing impaired, call **1.800.544.3316**.
- ◆ To reach **Customer Service**, call **1.800.367.9444**.

## Come Visit Us

### Studio Park

- ◆ Plan a visit to QVC Studio Park in West Chester, PA.
- ◆ Our Studio Tour gives you a behind-the-scenes look at the world's largest continuously live broadcast studio.
- ◆ You can shop for great QVC products in the Studio Store and maybe even experience live TV as a member of a QVC Studio Audience.
- ◆ For more information, call **1.800.600.9900** or visit **QVCtours.com**.

### QVC @ THE MALL

- ◆ Visit the QVC retail store at the Mall of America in Bloomington, Minnesota.

### QVC Outlet Stores

- ◆ Lincoln Court Shopping Center, Frazer, Pennsylvania
- ◆ Rockvale Square, Lancaster, Pennsylvania
- ◆ Prices Corner Shopping Center, Wilmington, Delaware
- ◆ Lighthouse Plaza, Rehoboth Beach, Delaware
- ◆ Tanger Outlet Center, Myrtle Beach, South Carolina