

**Remarks for Darlene Daggett
Tova Borgnine \$100 Million Milestone Dinner
Gift Presentation & Toast – Thursday, September 7, 2006**

Good evening everyone.

I want to thank you all for attending what is a truly special occasion here at the Savona.

Tonight is actually one more milestone in the continuing journey of an extraordinary woman.

As many of you might know, Tova immigrated to New York with her mother when she was a young girl...as a young woman, she opened her own cosmetics boutique called *Tova's Touch*... Eventually, she sold the boutique and moved to Las Vegas where she opened makeup concessions at Caesar's Palace and the Hilton International Hotel... making lots of famous friends who adored her cosmetics.

Oh yes... and along the way... she fell in love with and married a certain Academy Award winning actor named Ernie... 32 years and still going strong.

While that alone deserves a toast, tonight we're celebrating her latest milestone... one that very few have ever reached.

Tonight we honor Tova Borgnine for reaching the \$100 million mark at QVC.

But before we go any further... I have a question:

How do you present a fragrance on television?... A fragrance.

It's unlike any other product... The viewers can see the drape of a garment... They understand the efficacy of a household product.

But to convince them to purchase a scent they've never tried... when they could easily go to the mall and sample dozens of others... How do you do that?

That was the challenge before us 16 years ago when Tova first debuted on QVC.

Although we knew we had something... and someone... very special...we weren't exactly sure how to make our customer realize it.

In a way, we were relying on instinct... We let the cameras roll... And when Tova began to speak... the mystery of how to present a fragrance became crystal clear.

Right away... her self-confidence captivated the viewer... The way she described each scent... the romantic mood she created... it connected to our audience in a way we never thought possible... And they responded.

As her scents became more popular over time... we received live testimonials from women who had the most amazing stories... You've probably heard some of them...

Like the women who are stopped on the street by complete **strangers** who have to know what perfume they're wearing...

It wasn't just the story... it was the passion with which they told it... You could tell that their Tova fragrance made them feel like radiant... extraordinary women.

It was then we realized that a fragrance is not something you sense... it's a feeling you invoke.

We understood that we weren't presenting a scent at all... We were presenting a personality... In essence, we were really presenting Tova.

And it **worked**... It all **worked**... It **must** have... Sixteen years later, here we are celebrating **\$100 million** in sales.

As I approach the end of my time with QVC... I'm **deeply** thankful that I am going to have so many **wonderful** memories to take with me.

One of them... one of my favorites... has to do with the woman we're all here to honor tonight.

So, if you'll indulge me... I have a "Tova story" of my own to tell.

It was September 12, 2001... the day after one of the most tragic events in our nation's history... so many emotions were running through all of us.

Suddenly selling products on television seemed so irrelevant.

But it was time to move on... not only as a company... but as a nation.

After suspending our programming for almost a day... we went back on the air that morning at 9 o'clock.

Our first show on the schedule was *Beauty by Tova*... and perhaps it was fate.

As we resumed broadcast... there she was... with the calming poise and grace for which we all knew her.

Her reassuring demeanor was exactly what we needed during an extremely difficult time.

Personally... (to Tova) I will be forever grateful to her for that memory.

For me... it's a perfect example of why our customers have embraced Tova for 16 years... and that's why we're here tonight.

(raise glass) So, please join me in a toast.

Tova... thank you for the past 16 years and for the **many years** of success we all know lay ahead... And more importantly... thank you for representing the true meaning of **beauty**... Cheers!