

December 11, 2006

Andy Cellucci Promoted to Director Affiliate Sales & Marketing

At a Glance:

- **Andy Cellucci promoted to Director, Affiliate Sales & Marketing.**
- **Responsible for national coordinators, project managers, event planners, analysts, and contract compliance personnel.**
- **Brings 14 years of QVC experience and valuable leadership skills to his new position.**



Andy Cellucci

I am pleased to announce that **Andy Cellucci** has been promoted to Director, Affiliate Sales & Marketing, reporting to me.

When Andy joined our department seven years ago, he became responsible for our database management. His new position will expand his responsibilities to oversee our national coordinators, project managers, event planners, analysts, and contract compliance personnel.

Andy's department is vital to maintaining the integrity and accuracy of \$170+ million commissions to our affiliates, while guaranteeing the quality and location of distribution we have attained over the years. In addition, his team tracks budgets and expenditures, plans and implements marketing events, and maintains our affiliate website.

Over the years, Andy has been an integral part of our continuing transitional efforts to a digital environment. He has worked closely with me to assess the impact of these changes to our distribution and viewership.

Andy's management style is a testament to maximum productivity while still having fun along the way. He is a natural leader to whom virtually all members of the AS&M team look for guidance and suggestions. He has held numerous positions throughout QVC in his 14-year career, and maintains an enviable network of contacts and friends within our company.

Please join me in congratulating Andy on his well-deserved promotion.