



THE PEOPLE, PRODUCTION & PURSUIT OF THE Q
.....
NOVEMBER, 2007

Q ACROSS AMERICA

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**INSIDE THE
QVC.COM REDESIGN**

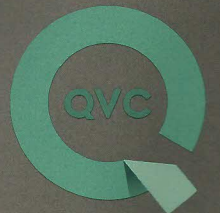
**BEHIND THE MUSIC:
PETER FARRELL**

**iQ&A - CARSON
KRESSLEY**



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iQdoU?

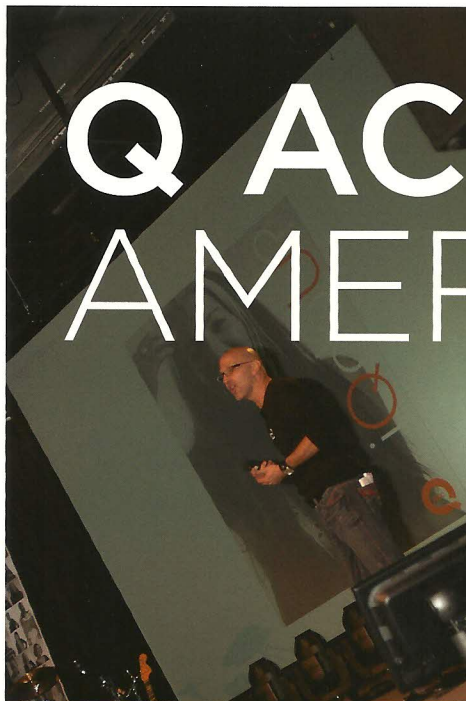


QVC is all about stories: captivating tales of the people behind the products that make a personal connection with our QVC viewers. Beginning with this month's edition of *iQ*, these folks are making a personal connection with QVC People too! Our new and exciting segment, *iQ&A*, is a chance for us to sit down and chat with those personalities that help us reach our customers. Our premiere interview introduces you to none other than fashion designer and TV star Carson Kressley! It was a lot of fun to put this piece together, and we hope you have just as much fun reading it.

As always, we welcome your comments and suggestions. Simply contact us via email at communication@qvc.com or interoffice mail (Mail Code 155 at Studio Park).

Jon Reed • *iQ* Editor

Q ACROSS AMERICA



by Megan Dickman

Wednesday, September 19, 2007 marked a significant date in QVC history. Our brand initiative was revealed to employees across the US before rolling out to the public a few days later. Each of the sites held their own launch events. The presentations were a huge hit, reminding QVC people what we are really about.

Here are some of the highlights of this exciting event!

STUDIO PARK

President & CEO **Mike George** kicked off festivities in the Expo Center with opening remarks. Mike got the crowd pumped, reminding everyone how proud they should be of playing an integral part of something truly great. "It's an exhilarating time for QVC," he remarked. "We're changing the way consumers think about shopping from home. People know us - or think they know us - but now we're going to reintroduce ourselves to the world!"

Jeff Charney, SVP & CMO took over to introduce the new logo and our aggressive coast-to-coast iQdoU? campaign complete with a look at our commercials, billboards, and a special QVC edition of the Philadelphia Inquirer.

SVP of QVC.com **Bob Myers** followed up with a reveal of the new and improved QVC.com. A fresh, clean look, video content, interactive polls, bigger and better pictures, less clicks, and an enhanced sense of community for our shoppers make this a definite online retail destination.

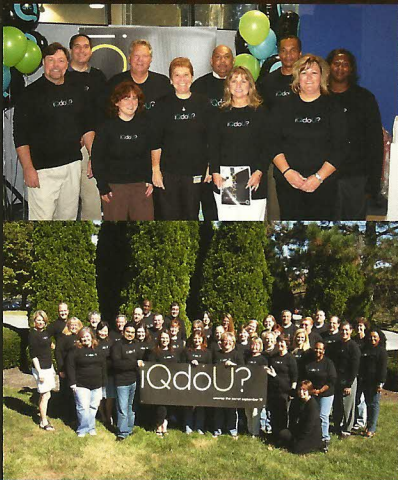
As if all of this weren't enough, Studio Park was treated to a virtual "Q-Stock" of musical performances from **Peter Farrell**, Director of Brand Marketing and his wife Meghan Cary, plus employee bands Mötley Q and The Q Man Group.

CHESAPEAKE

A huge iQdoU? bulletin board and balloons greeted employees and guests that day. **Malcom Mitchell**, Chesapeake General Manager, kicked off the celebration with over 150 excited employees. A reception and the distribution of the iQdoU? T-shirts finished off the celebration.

SAN ANTONIO

The San Antonio Call Center was full of energy and renewed excitement all day and night. Brand launch presentations were made during the entire day to all shifts. The building was decorated with teal and white balloons. Employees enjoyed food, drinks, and their iQdoU? T-shirts.



ST. LUCIE

Prior to their event, St. Lucie employees received personal invitations to *Q Across America*. "Teaser cakes" were served and a special "cocktail party" was held with staff dressed in tuxedos, serving hors d'oeuvres and sparkling cider. St. Lucie employees were energized, clapping, cheering, and totally delighted to discover their iQdoU? T-shirts and the new edition of *iQ*.

FLORENCE

Florence General Manager **David Foster** gave an awesome presentation, and the people really loved the slideshow, video clips, and commercial! And when the slides revealed the new program guides and the new boxes... the crowd roared! That is an everyday part of their lives, and the excitement over the "new look" was something to be remembered! Overall, Florence is very excited about the new expression of QVC. They love the company, and the new look only adds to that excitement!!

SUFFOLK

A packed audience of associates and members of the line management team watched with excitement and pride during the presentation. They cheered, clapped and were delighted at the videos, the new logo, and the making of the commercial. Associates were overheard to remark, "it's about time our look fits our business ... exciting and color-

ful!" There was definitely a renewed sense of pride and the perfect way to send us into our busy season!

WEST CHESTER

The WCOC cafeteria was filled to the brim as SVP of Customer Services **Dan McDermott** presented the brand initiative on first shift and **Jaclyn Melin** presented on second shift. Many "oohs" and "aahs" could be heard throughout the crowd as the new logo and iQdoU? ad campaigns were unveiled.

ROCKY MOUNT

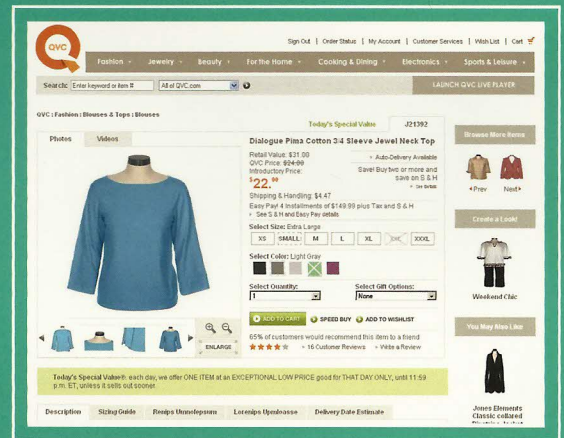
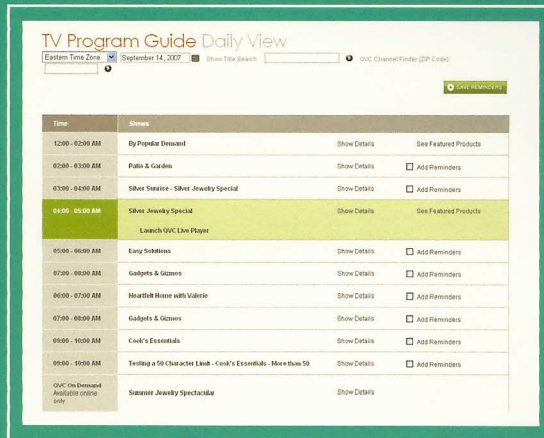
Rocky Mount celebrated the brand initiative launch with all warehouse associates. General Manager **Bill Stanulis** delivered the announcement to an excited and energetic crowd. All were impressed with the presentation and really loved the segment with Whoopi! Following the presentation, we received very excited comments and questions as to when Whoopi could visit.

LANCASTER

Everyone was excited to see QVC doing something NEW! They loved the video, the music, the logo, and of course, the new Q boxes! Cake, decorations, and T-shirts made for a festive and fun time. In addition, we gave away eight QVC gift cards - lucky winners found a iQdoU? tag under their chairs and claimed their prize at the event.



INSIDE THE QVC.COM REDESIGN



What Project Participants are Saying...

Chief Internet Architect Mike Madaio: "This is the first time in my QVC career that we've had such a massive redesign of the site. We modified every page to ensure it was in line with our new look and feel, and was easy to use. We are looking forward to adding some great new features in 2008 that will further engage our customers and make us the place to shop on the web."

Senior Project Manager Joanne Everhart: "It was a privilege to work on this project and with such an amazing and committed team. Ten to fifteen hours days became the norm for many as we worked toward our aggressive goal. Everyone stepped up to make it happen, and I am so grateful for their dedication and efforts in developing the new QVC.com."

IT Project Manager Steve Greenwood: "This project has shown what can happen when there is partnership between IT and business units. Both teams worked incredibly hard and acted quickly to resolve issues and keep the project moving forward. There was great leadership and terrific collaboration."

Community Director Alex Miller: "The redesign has allowed us to integrate our community content such as forums, blogs, polls, and reviews throughout the site to allow our customers to enjoy a true social shopping experience. Combined with more video, a cleaner look, and larger product images, I am confident that we have developed a better shopping environment for our customers. We'll be listening closely to learn from them how we can exceed their expectations in the future."

IT Vice President Eric Gregg: "The team immediately came together, reached consensus on what would be accomplished, and never lost sight of the goals. It was a great example of solid alignment on the principles, the requirements, and the final deliverable. Everyone worked day-in and day-out in a highly charged yet always friendly and trusting manner. We are anxious and excited to move on to the next set of deliverables to delight our customers."

