

FOR IMMEDIATE RELEASE



ZENDAYA STEPS IN TO SUPPORT QVC'S BATTLE AGAINST BREAST CANCER

Actress, Singer, Dancer and Fashion Icon Appears in Public Service Announcements for QVC Presents "FFANY Shoes on Sale"

WEST CHESTER, Pa. (September 28, 2016) – Every woman knows how confident a chic pair of shoes can make her feel, but come October, shoes will also have the power to help conquer cancer. This fall, Zendaya is joining forces with QVC Presents "FFANY Shoes on Sale" by appearing in both print and television public service announcements supporting the 23rd annual charitable shoe sale. By embracing both her love of shoes and her desire to stomp out cancer, Zendaya is proving that shopping can truly be good for the 'sole.

During the annual QVC Presents "FFANY Shoes on Sale" broadcast, a three-hour shopping extravaganza scheduled to air **Thursday, October 20 from 6 to 9 PM (ET)**, shoe lovers will be treated to a selection of over 170 donated styles of shoes from more than 80 brands. In addition to offering shoppers a selection of styles guaranteed to sweep them off their feet, all shoes will be offered at **HALF the manufacturer's suggested retail price* with a minimum of 80 percent of the purchase price**** benefitting various breast cancer research and education institutions.

"Like most women, I love a great pair of shoes, and I especially love scoring a great deal," said Zendaya. "Being a part of QVC Presents "FFANY Shoes on Sale" allows me to share my passion for shoes with my fans while also demonstrating how fun it can be to contribute to such a worthwhile cause."

"Each year, we look forward to collaborating with the Fashion Footwear Association of New York and providing our customers with a unique shopping experience that not only celebrates the joy of discovery but also the joy of giving back by standing as one against a disease that affects many," said Mike George, President and CEO, QVC. "It is an honor to have Zendaya's support this year and we have no doubt that her captivating spirit will endear her to viewers across the country."

As part of QVC's ongoing commitment to support charitable causes that promote the success and wellness of women through the power of relationships, QVC Presents "FFANY Shoes on Sale" has generated more than \$50 million, to date, for breast cancer research and education institutions.

"For over two decades, we have worked closely with QVC to put a spotlight on the importance of breast cancer research," said Ron Fromm, President and CEO, FFANY. "It is an incredible opportunity to work with Zendaya on this year's campaign, and we feel confident that the funds generated from QVC Presents "FFANY Shoes on Sale" will bring us one step closer to eliminating this horrible disease once and for all."

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Beneficiaries for the 2016 **QVC Presents “FFANY Shoes on Sale”** event include: The Abramson Cancer Center of the University of Pennsylvania, The Breast Cancer Research Foundation, The Samuel Oschin Comprehensive Cancer Institute at Cedars-Sinai Medical Center, The Susan F. Smith Center for Women’s Cancers at Dana-Farber Cancer Institute, The University of Michigan Comprehensive Cancer Center’s Breast Oncology Program, The University of Pittsburgh Cancer Institute, The Winthrop P. Rockefeller Cancer Institute of the University of Arkansas for Medical Sciences, The Alvin J. Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine, and The Margie and Robert E. Petersen Breast Cancer Research Program at the John Wayne Cancer Institute at Providence Saint John’s Health Center. Those wishing to support cutting-edge research at these organizations can go to ffany.org to make contributions and find out ways to join in and be part of this important effort.

**The manufacturer’s suggested retail price is based on supplier’s representation of value. No sales may have been made at this price.*

***Purchase price excludes shipping, handling and tax.*

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About QVC

[QVC, Inc.](http://QVC.com), a wholly owned subsidiary of [Liberty Interactive Corporation](http://LibertyInteractiveCorporation.com) (NASDAQ: QVCA, QVCB), is the world's leading video and ecommerce retailer. [QVC](http://QVC.com) 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.](http://U.S.com), [Japan](http://Japan.com), [Germany](http://Germany.com), [United Kingdom](http://UnitedKingdom.com), [Italy](http://Italy.com), [France](http://France.com) and a joint venture in [China](http://China.com). Based in West Chester, Pa. and founded in 1986, [QVC](http://QVC.com) 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](http://QVC.com), Q, and the Q Ribbon Logo are registered service marks of ER Marks, Inc.

About the Fashion Footwear Charitable Foundation

The Fashion Footwear Charitable Foundation was created to support ongoing research and education programs in the fight against breast cancer and is supported by members of the Fashion Footwear Association of New York (FFANY). Donated footwear is sold on live television through QVC during the Fashion Footwear Charitable Foundation’s annual charity benefit, QVC Presents “FFANY Shoes on Sale.” Funds are distributed to leading breast cancer research and education institutions across the United States, including beneficiaries for the 2016 event: The Abramson Cancer Center of the University of Pennsylvania, The Breast Cancer Research Foundation, The Samuel Oschin Comprehensive Cancer Institute at Cedars-Sinai Medical Center, The Susan F. Smith Center for Women’s Cancers at Dana-Farber Cancer Institute, The University of Michigan Comprehensive Cancer Center’s Breast Oncology Program, The University of Pittsburgh Cancer Institute, The Winthrop P. Rockefeller Cancer Institute of the University of Arkansas for Medical Sciences, The Alvin J. Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine, The Margie and Robert E. Petersen Breast Cancer Research Program at the John Wayne Cancer Institute at Providence Saint John’s Health Center. The Fashion Footwear Charitable Foundation makes its home at 274 Madison Avenue, Suite 1701, New York, NY 10016, www.FFANY.org

Contacts

Melissa Kennedy
melissa.a.kennedy@qvc.com
484.701.1436

Alicia Rudd
alicia.rudd@qvc.com
484.701.8823