



Home Shopping Network to Carry Magic Picture Company Products

Magic Picture Company Inc., June 21, 2006

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The latest craze in the photo gift market, Magic Pictures, are to be featured on the Home Shopping Network beginning July 3rd. The Magic Picture Company produces the unique custom made Magic Pictures, which are pictures that change between two images the customer provides when walked past or tilted just like a hologram, only better. Customers proclaim it is the best and most unique photo product they have ever seen.

PR9.NET June 21, 2006 - Canton, Ohio - Home Shopping Network (IAC/InterActive Corp - NASDAQ: IACI), the nations fourth largest cable network reaching approximately 89 million homes, has entered into an agreement to sell products from the Magic Picture Company to their vast consumer base both on air and online. HSN has set July 3rd, 2006 as the premiering date.

The Magic Picture Company creates custom made pictures that will magically change from one photo to another as you walk past or tilt it, much like a hologram using any two photos that the customer provides. Customers proclaim it is the best and most unique photo product they have ever seen.

"We are very excited for the opportunity to offer our Magic Pictures to a nationwide television audience through HSN. Based on the incredible response we receive everyday in our retail stores, I am confident that the on air results will be beyond all expectation." says Chris Skeeles, founder of The Magic Picture Company. "Everyone who sees a Magic Picture for the first time proclaims it is the most incredible item they have ever come across."

Magic Pictures have been warming hearts two photos at a time since 2003. Starting from a single retail kiosk, the Magic Picture Company has since grown into offering wholesaling and distributing opportunities to gift shops and specialty retailers around the world.

To see a live example of a Magic Picture in action, please visit the Magic Picture Company website at www.magicpicturecompany.com for more information on purchasing, retailing or distributing our wonderful and unique product.

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About Home Shopping Network

HSN, an operating business of IAC/InterActiveCorp (NASDAQ: IACI), originated the electronic retailing concept in 1977 and has since evolved into a global multichannel retailing giant, offering thousands of unique products in fashion, beauty, home, jewelry and electronics. Customers who shop on HSN can find name brands such as Sony, Kodak, Gateway Computers and Wolfgang Puck Bistro cookware, as well as fashions from Nicole Miller, Nine West and Etienne Aigner. HSN reaches 89 million U.S. households and is now the 4th largest cable television network in the U.S.; the Internet, through its easy-to-use Web site, <http://www.hsn.com> and catalogs including Alsto's, Ballard Designs, Frontgate, Garnet Hill, Improvements, IOS, Smith and Noble, The Territory Ahead and TravelSmith. In 2005, HSN generated worldwide consolidated sales of \$3 billion, answered 62 million calls and delivered 60 million products worldwide.

About Magic Picture Company Inc.

At The Magic Picture Company we make pictures that will magically change from one photo to another just by walking past or tilting them. The Magic Picture Company has been warming hearts two photos at a time since 2003 with several retail locations, national television marketing and via the internet as well.

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