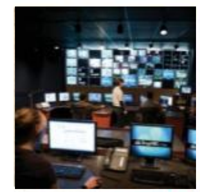
ShopNBC

ValueVision Media
(NASDAQ: VVTV)



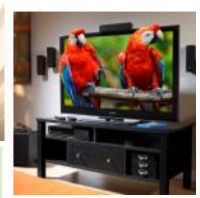



MANAGEMENT PRESENTATION

August 2011






FORWARD-LOOKING INFORMATION

Safe Harbor

This document may contain certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on management's current expectations and accordingly are subject to uncertainty and changes in circumstances. Actual results may vary materially from the expectations contained herein due to various important factors, including (but not limited to): consumer preferences, spending and debt levels; interest rates; competitive pressures on sales, pricing and gross profit margins; the level of cable and satellite distribution for the company's programming and the fees associated therewith; the success of the company's e-commerce and new sales initiatives; the success of its strategic alliances and relationships; the ability of the company to manage its operating expenses successfully; working capital levels; the ability of the Company to establish and maintain acceptable commercial terms with third party vendors and other third parties with whom the Company has contractual relationships; changes in governmental or regulatory requirements; litigation or governmental proceedings affecting the company's operations; and the ability of the company to obtain and retain key executives and employees. More detailed information about those factors is set forth in the company's filings with the Securities and Exchange Commission, including the company's annual report on Form 10-K, quarterly reports on Form 10-Q, and current reports on Form 8-K. The company is under no obligation (and expressly disclaims any such obligation) to update or alter its forward-looking statements whether as a result of new information, future events or otherwise.

EBITDA and Adjusted EBITDA

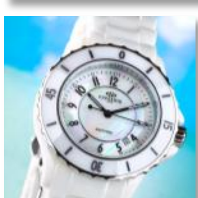
EBITDA represents net loss for the respective periods excluding depreciation and amortization expense, interest income (expense) and income taxes. The company defines Adjusted EBITDA as EBITDA excluding non-operating gains (losses); non-cash impairment charges and write-downs; restructuring, and chief executive officer transition costs; and non-cash share-based compensation expense. The company has included the term "Adjusted EBITDA" in our EBITDA reconciliation in order to adequately assess the operating performance of our "core" television and internet businesses and in order to maintain comparability to our analyst coverage and financial guidance, when given. Management believes that Adjusted EBITDA allows investors to make a more meaningful comparison between our core business operating results over different periods of time with those of other similar companies. In addition, management uses Adjusted EBITDA as a metric to evaluate operating performance under its management and executive incentive compensation programs. Adjusted EBITDA should not be construed as an alternative to operating income (loss) or to cash flows from operating activities as determined in accordance with generally accepted accounting principles and should not be construed as a measure of liquidity. Adjusted EBITDA may not be comparable to similarly entitled measures reported by other companies.

VALUEVISION

Multichannel Retailer Under the ShopNBC Brand

ShopNBC



MULTICHANNEL RETAILING ON TV, INTERNET, MOBILE & SOCIAL

- "ShopNBC" broadcast into 79 million homes 24/7
  - Also available online and mobile
- 1.1 million active customers
- $587M in revenue (LTM), +12% over prior period
- 44% sales via Internet and mobile
- Products and programming deliver value, entertainment, and education

PREMIUM PRODUCTS FOR UPSCALE CONSUMERS

- Upscale average price point: $103 LTM
- Over 15,000 products with 1,000 launched monthly:
  - Jewelry & Watches
  - Home & Electronics,
  - Health, Beauty & Fitness
  - Fashion & Accessories
- 6.4M shipped units (LTM)

VETERAN INTERACTIVE RETAILERS EXECUTING GROWTH STRATEGY

- New leadership late 2008 & 2009, including Chairman, CEO, President & CFO
- Potential to further leverage Comcast & NBC Universal brand and relationship

STRONG BALANCE SHEET (07/30/11)

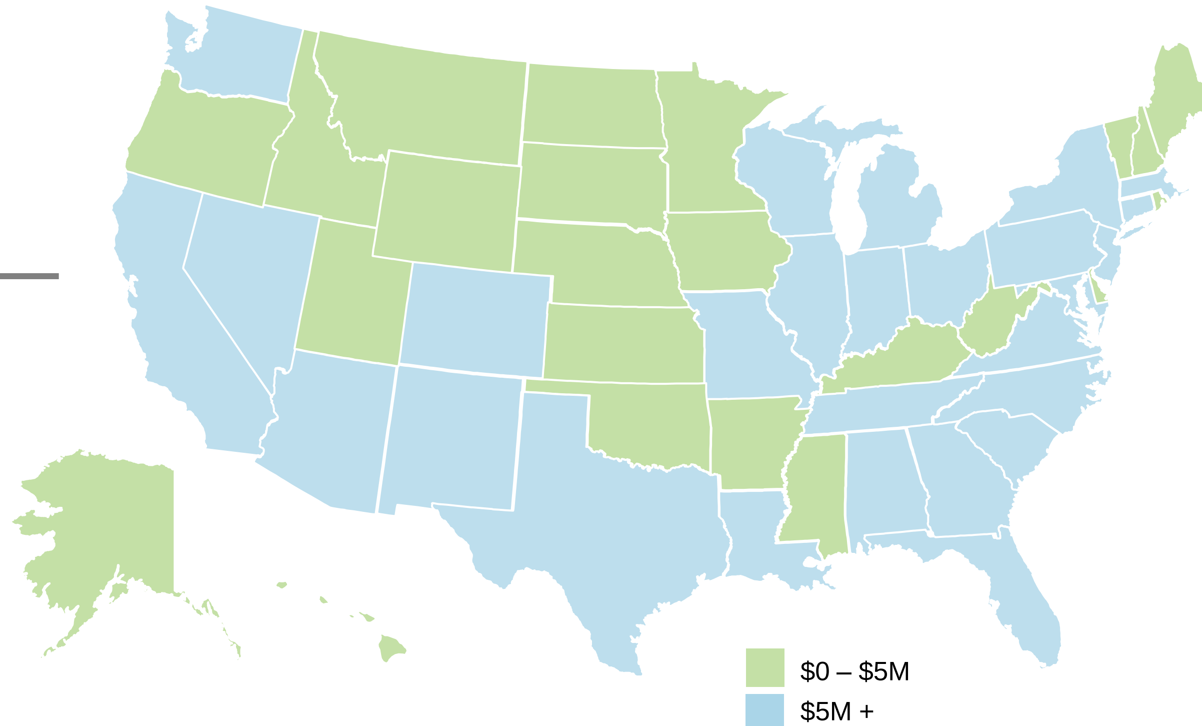
- $42M cash & restricted cash
- $135M inventory & accounts receivable
- $49M real estate & FCC license
- $25M L/T debt

BROADCAST INTO 79 MILLION HOMES

24x7 Live Programming Is Key Differentiator

Provider	# of Homes
Basic Cable	41M
DirecTV	18M
DISH Network	13M
Verizon	4M
AT&T	3M

2010 Net Sales By State



ESTABLISHED & PROVEN INDUSTRY

	ShopNBC	HSN	QVC
Revenue **Sales Growth**	$587M +12%	$2,139M +4%	$5,306M +4%
Web Sales %	43.9%	32.7%	34.7%
Gross Profit Margin	36.0%	34.0%	35.2%
EBITDA Margin	2.3%	10.4%	22.5%
U.S. Households Reached	78M	96M	98M
Active Customer Base	1.1M	4.6M (est.)	7.4M (est.)
Penetration %	1.5%	4.5%	7.6%
Revenue per HH	$7.54	$22.28	$54.14
Units Shipped	6.4M	54.9M	117.2M
Average Selling Price	$103	$63	$54

Source: Company Data (LTM ended 7/30/11)

Source: HSN Earnings Release; Excludes Catalog Operations (LTM ended 6/30/11)

Source: Liberty Media Earnings Release; Reflects QVC US Operations Only (LTM ended 6/30/11)

LEADERSHIP TEAM

Substantial Multichannel Retailing Experience

13 new senior leaders in past 3 years with ~8% Management ownership

NAME	TITLE	INDUSTRY EXPERIENCE	COMPANIES
Randy Ronning	Chairman	38 Years	JC Penney, QVC
Keith Stewart	CEO	22 Years	QVC
Bob Ayd	President	31 Years	Macy's, QVC
Bill McGrath	EVP & CFO	20 Years	Arthur Andersen, Subaru, QVC
Carol Steinberg	EVP Internet, Marketing & HR	17 Years	David's Bridal, QVC
Jean Sabatier	SVP Sales & Product Planning	14 Years	QVC
Mike Murray	SVP Operations	27 Years	Finger Hut
Teresa Dery	SVP & General Councel	18 Years	Net Perceptions, 1 Potato 2
Ashish Akolkar	VP IT	14 Years	NetBriefings, Sunflower IT
Beth McCartan	VP Finance	18 Years	Pillsbury
Nick Vassallo	VP Corporate Controller	22 Years	Arthur Andersen, Fourth Shift
Paul Kelley	VP On-Air Talent	22 Years	VIATV, WSS, QVC
Annette Repasch	VP Softlines	25 Years	Saks, QVC, Stages Stores
Rod Ghormley	VP Home & Consumer Electronics	25 Years	QVC, Amazon.com, ShopKo
Darlene Daggett	Strategic Advisor - Strategy	31 Years	Acappella, QVC
Rob Cochran	Strategic Advisor - IT	30 Years	QVC, CIO Strategies
Nancy Kunkle	Strategic Advisor - Logistics	25 Years	QVC, Boeing
Dennis Reustle	Strategic Advisor - Commerce	25 Years	QVC

5-YEAR GOALS & GROWTH STRATEGIES

ShopNBC

5-Year Financial Goals:

Target $1.1 billion in sales at 8% to 12% adjusted EBITDA margin

Growth Strategies:

1. Products and Content are King
2. Broaden product mix
3. Optimize merchandise margins
4. Drive new and active customer growth
5. Target multichannel customer
6. Leverage broadcast platform

	2007	2008	2009	2010	5-Year Target*
Sales	$782M	$568M	$528M	$562M	**$1.1B**
OpEx % (Ex. D&A)	34%	41%	37%	38%	**24-26%**
Adjusted EBITDA %	1%	(9%)	(4%)	0.4%	**8-12%**

*Represents management's objectives only and does not constitute a financial forecast or projection of future company performance. These management objectives are for the company's annual operating model after a period of approximately 5 years from fiscal 2010.

PRODUCT IS KING

Continuous Flow of New Concepts and High-Profile Brand Introductions

ShopNBC

	National Brands	Proprietary Brands	Key Items
BEAUTY, HEALTH & FITNESS	DECLÉOR SKINCARE	ISOMERS®	SENSA® WEIGHT-LOSS SYSTEM; NuBrilliance
JEWELRY & WATCHES	EFFY JEWELERS; INVICTA	Sonia Bitton FOR BRILLIANTE®; DEEP BLUE WATCHES	GEM TREASURES; INVICTA
FASHION & ACCESSORIES	GHURKA LUXURY LEATHER GOODS	Pamela McCoy collections®	ANUSCHKA
HOME & ELECTRONICS	Sur la table THE ART & SOUL OF COOKING; Cuisinart®; Simmons®; SONY	cozelle BEDDING; NorthShore. Collectible Quilts	THE SHARPER IMAGE; MITSUBISHI

CONTENT IS KING

Integrated Content Offerings Are Key Differentiator

ShopNBC

Engaging Hosts

Credible Guest Experts

Entertainment

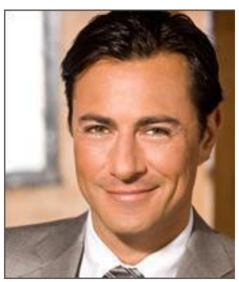
Contests & Giveaways

SONY

Simmons

AK ANNE KLEIN

EFFY JEWELERS



Sur la table
THE ART & SOUL OF COOKING

INVICTA

Product Video

360° Product Images

Live Streaming

Interactive Webcasts

Community

Editorial

Education

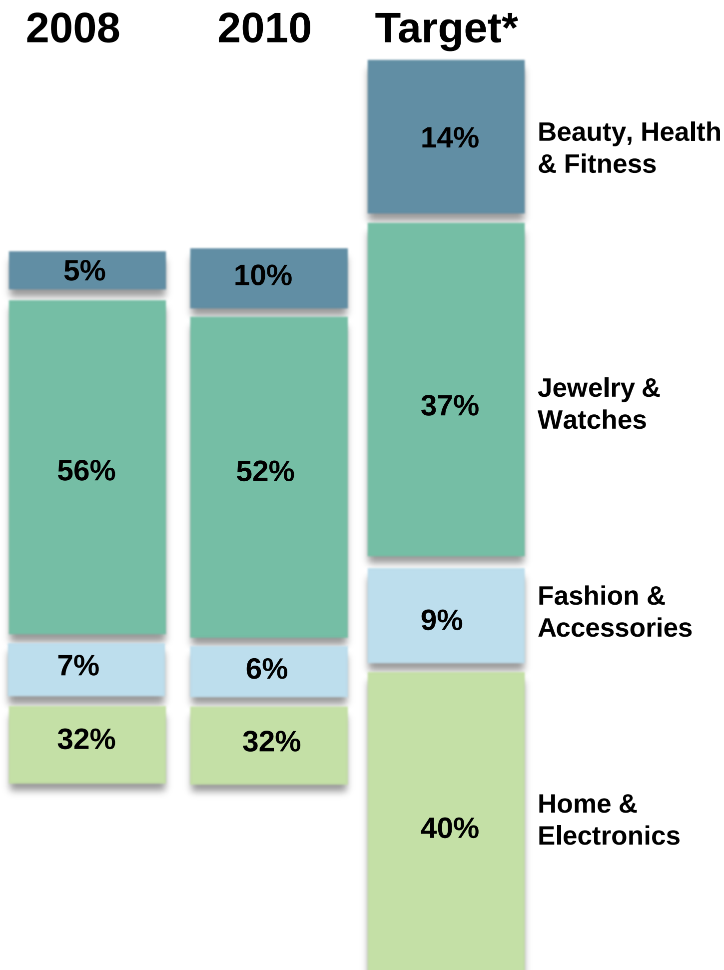
Special Events

cozelle BEDDING

NorthShore Collectible Quilts

BROADEN PRODUCT MIX

Diversify Assortment While Growing Each Category



- Optimize Jewelry & Watches productivity
- Expand Home & Electronics assortment in lower ASP products
- Grow Health & Beauty with AutoDelivery opportunities
- Build out Fashion to strategically lower ASP
- Maintain premium ASP positioning
- Balance overall business while attracting new customers

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OPTIMIZE MERCHANDISE MARGINS

	2008	2009	2010	Target*
Jewelry & Watches	38%	39%	43%	44-46%
Fashion & Accessories	42%	35%	38%	49-51%
Health & Beauty	52%	51%	48%	51-53%
Home & Electronics	29%	29%	32%	34-35%
TOTAL Gross Margin**	32%	33%	36%	36-38%

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**Total Company reported gross margin %.

Key Priorities

- Focus on key items and reorder products
- Increase AutoDelivery products
- Opportunistic buying
- Expanded inventory, lower inventory turns
- Grow Fashion & Accessories business
- Minimize discounting

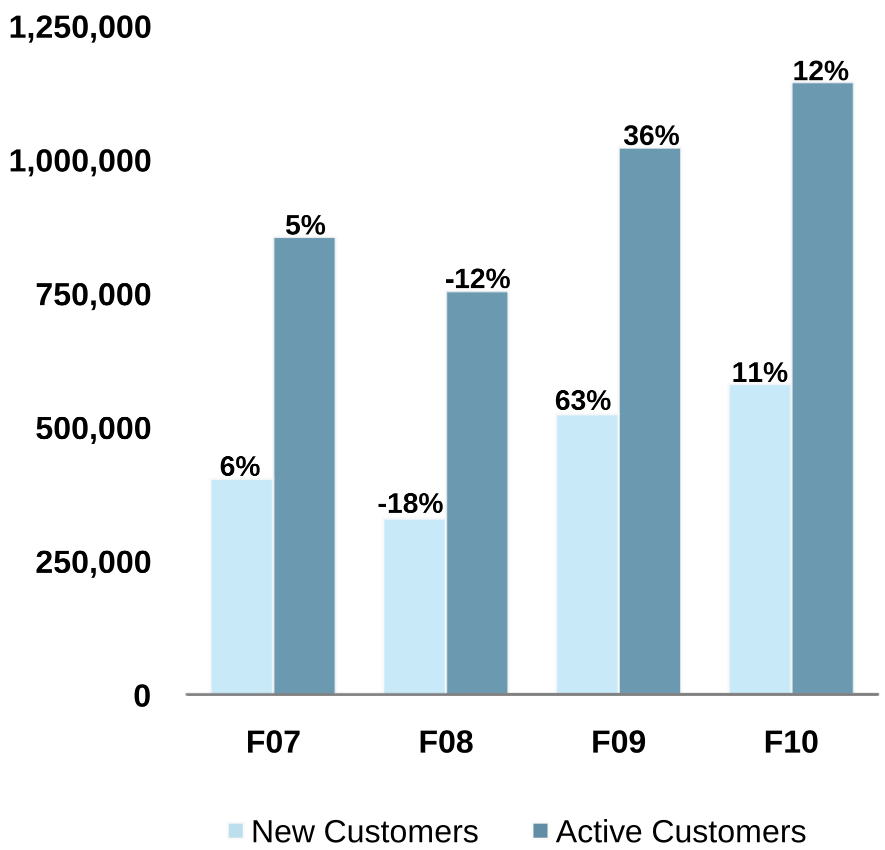
DRIVE NEW & ACTIVE CUSTOMER GROWTH

Customer Purchase Frequency	F08	F10
12+ x / yr	6%	8%
2-11x / yr	37%	40%
1x / yr	57%	52%
Total	100%	100%

- Drive new customer and frequency growth with expanded product mix, brands and promotions
- Targeted CRM initiatives by customer strata
- Focus on customer strata of 2-11x / yr
- 1% of shoppers already purchase 52x / yr
- Cross sell and upsell opportunities
- Improve channel placement and adjacencies

New & Active Customers

% Growth vs. Prior Year



TARGET MULTICHANNEL CUSTOMER

Leveraged Multiplatform Marketing In Real Time

- Provide a shop anytime, anywhere experience
- Building trust, community and retention
- Higher average order size, lower transaction costs
- Enables targeted promotions and cost-effective customer service

TV
$424/yr
1x

Internet
$433/yr
1x

Multichannel
$1,387/yr
3x

LEVERAGE BROADCAST PLATFORM

National Footprint Is a Key Strategic Asset and Differentiator

	2008	2010	Target*
Distribution Costs as % of sales	22%	18%	11-13%

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Drive Increased Household Penetration

- Currently ~1.5% penetration in 79 million homes
- Increase net sales per household from $7 to $12
- Improve channel adjacencies and positioning among cable and satellite providers
- Leverage ~3% organic annual household growth

Optimize Distribution Costs

- More 1 and 2 year contracts vs. long-term agreements
- Fixed-rate contracts per home vs. peers at % of sales
- Reduced annual costs $24M as of 12/31/08
- Distribution costs currently ~ $1.34/home
- Final legacy contract expires 12/31/12 with savings opportunity of $15M-$20M

OPERATING PROGRESS TO 5-YEAR TARGET

Drive Long-Term Revenue and Adjusted EBITDA Growth

	2008	2009	2010	5-YR Target*
Revenue	$568M	$528M	$562M	$ 1.1B
Adj. EBITDA	($51.4M)	($19.4M)	$2.4M	8-12%

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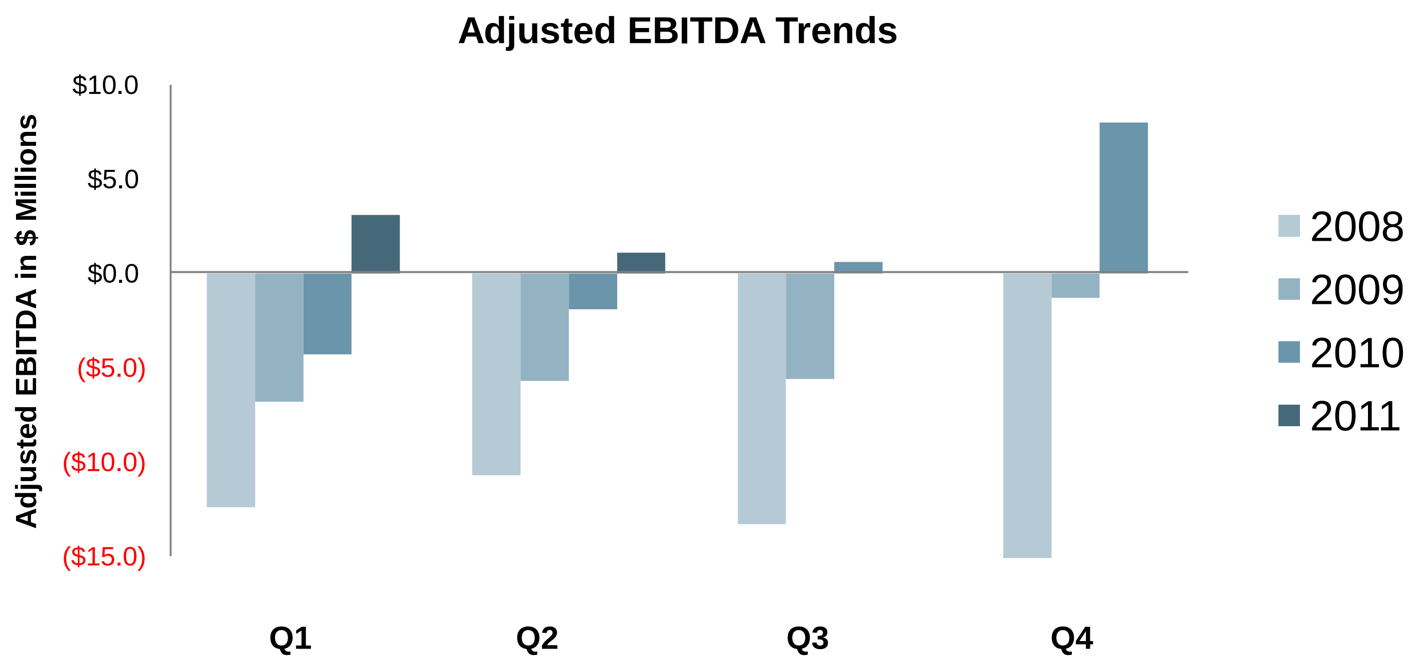


OPERATING PROGRESS

SUMMARY RESULTS AND KEY OPERATING METRICS
($ Millions, except average price points)

	F11 Q2 7/30/2011	F11 Q1 4/30/2011	F10 FY 1/29/2011	F10 Q4 1/29/2011	F10 Q3 10/30/2010	F10 Q2 7/31/2010	F10 Q1 5/1/2010	F09 FY 1/30/2010
Net Sales	$ 132.1	$ 143.5	$ 562.3	$ 178.8	$ 132.3	$ 126.2	$ 125.0	$ 527.9
Gross Profit	$ 51.3	$ 53.4	$ 199.5	$ 59.6	$ 47.1	$ 47.2	$ 45.7	$ 173.8
EBITDA, as adjusted	$ 1.1	$ 3.1	$ 2.4	$ 8.0	$ 0.5	$ (1.9)	$ (4.3)	$ (19.4)
Loss Before Debt Extinguishment	$ (4.5)	$ (3.3)	$ (24.6)	$ (0.2)	$ (5.8)	$ (7.7)	$ (11.0)	$ (42.0)
Debt Extinguishment*	$ -	$ (25.7)	$ (1.2)	$ (1.2)	$ -	$ -	$ -	$ -
Net Loss	$ (4.5)	$ (28.9)	$ (25.9)	$ (1.4)	$ (5.8)	$ (7.7)	$ (11.0)	$ (42.0)
Homes (Average 000s)	78,865	78,291	76,437	77,498	76,768	75,571	75,681	73,576
Net Shipped Units (000s)	1,158	1,134	5,175	1,585	1,317	1,195	1,079	4,537
Average Price Point	$ 105	$ 117	$ 101	$ 105	$ 93	$ 97	$ 108	$ 108
Return Rate %	22.7%	21.2%	19.8%	18.7%	20.8%	20.6%	19.2%	21.0%
Gross Margin %	38.8%	37.2%	35.5%	33.3%	35.6%	37.4%	36.6%	32.9%
Internet Sales as a % of Total Sales	46.1%	44.9%	41.2%	44.0%	40.5%	39.4%	39.6%	33.7%
New Customers - 12 month rolling	539,671	568,912	580,117	580,117	562,510	573,545	548,731	523,314
Active Customers - 12 month rolling	1,130,999	1,147,536	1,144,028	1,144,028	1,110,187	1,089,682	1,050,599	1,021,725

*Debt Extinguishment expense was a one-time, non-cash charge attributed to early redemption of the GE Series B Preferred Stock in F11 Q1

P & L

ShopNBC

Summary P&L
(In thousands except share and per share data)

	F11 Q2 7/30/2011	F11 Q1 4/30/2011	F10 FY 1/29/2011	F10 Q4 1/29/2011	F10 Q3 10/30/2010	F10 Q2 7/31/2010	F10 Q1 5/1/2010	F09 FY 1/30/2010
Net Sales	$132,137	$143,533	$562,273	$178,836	$132,283	$126,177	$124,977	$527,873
Cost of Sales	$80,869	$90,141	$362,744	$119,250	$85,234	$79,021	$79,240	$354,101
Gross Profit	$51,268	$53,392	$199,529	$59,586	$47,049	$47,156	$45,737	$173,772
Gross Profit %	38.8%	37.2%	35.5%	33.3%	35.6%	37.4%	36.6%	32.9%
Operating Expenses:								
Distribution and selling	$46,313	$46,476	$181,536	$47,682	$42,791	$45,021	$46,042	$178,015
General and administrative	$5,408	$4,564	$19,172	$5,164	$4,445	$4,795	$4,768	$18,373
Depreciation and amortization	$3,086	$2,982	$13,157	$2,943	$2,997	$3,527	$3,690	$14,320
CEO Transition	$0	$0	$0	$0	$0	$0	$0	$1,932
Restructuring costs	$0	$0	$1,130	$292	$412	$50	$376	$2,303
Total operating expense	$54,807	$54,022	$214,995	$56,081	$50,645	$53,393	$54,876	$214,943
Operating loss	($3,539)	($630)	($15,466)	$3,505	($3,596)	($6,237)	($9,139)	($41,171)
Other income (expense):								
Interest income/(expense)	($900)	($2,602)	($9,744)	($3,647)	($2,203)	($2,086)	($1,808)	($4,546)
Gain on sale of investments	$0	$0	$0	$0	$0	$0	$0	$3,628
Excess of preferred stock carrying value over redemption value	$0	$0	$0	$0	$0	$0	$0	$27,300
Debt extinguishment	$0	($25,679)	($1,235)	($1,235)	$0	$0	$0	$0
Total other income/(expense)	($900)	($28,281)	($10,979)	($4,882)	($2,203)	($2,086)	($1,808)	$26,382
Income tax provision	($17)	($19)	$577	($14)	($15)	$630	($24)	$91
EBITDA, as adjusted	$1,094	$3,118	$2,350	$8,046	$538	($1,943)	($4,291)	($19,411)
Loss Before Debt Extinguishment or Excess Carrying Value	($4,456)	($3,251)	($24,633)	($156)	($5,814)	($7,693)	($10,971)	($41,998)
Total Net Loss	($4,456)	($28,930)	($25,868)	($1,391)	($5,814)	($7,693)	($10,971)	($14,698)
Weighted average number of common shares outstanding	48,131	40,655	33,326	35,141	32,781	32,703	32,680	32,538
Net income/(loss) per common share	$ (0.09)	$ (0.71)	$ (0.78)	$ (0.04)	$ (0.18)	$ (0.24)	$ (0.34)	$ (0.45)

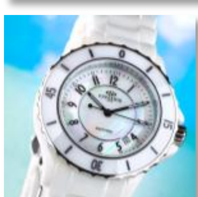
BALANCE SHEET

Summary Balance Sheet
(In thousands except share and per share data)

	F11 Q2 7/30/2011	F11 Q1 4/30/11	F10 1/29/11	F09 1/30/10
Current assets:				
Cash, cash equivalents & restricted cash	$ 42,464	$ 45,285	$ 51,432	$ 22,060
Accounts receivable, net	82,930	85,176	90,183	68,891
Inventories	52,720	42,215	39,800	44,077
Prepaid expenses and other	5,240	3,688	3,942	4,333
Total current assets	183,354	176,364	185,357	139,361
Property and equipment, net	28,181	26,380	25,775	28,342
FCC broadcasting license	23,111	23,111	23,111	23,111
NBC Trademark License Agreement, net	3,298	121	928	4,154
Other Assets	2,895	3,060	3,188	1,246
	$ 240,839	$ 229,036	$ 238,359	$ 196,214
Current liabilities:				
Accounts payable	$ 59,817	$ 51,295	$ 58,310	$ 58,777
Accrued liabilities and other	42,662	41,817	45,488	27,215
Total current liabilities	102,479	93,112	103,798	85,992
Deferred revenue	61	243	425	1,153
Long Term Payable	-	-	4,894	4,841
Term Loan	25,000	25,000	25,000	-
Series B Preferred Stock & Accrued Dividends	-	-	21,090	15,924
Total liabilities	127,540	118,355	155,207	107,910
Common stock and warrants	1,087	1,075	980	964
Additional paid-in capital	400,847	393,785	337,421	316,721
Accumulated deficit	(288,635)	(284,179)	(255,249)	(229,381)
Total shareholders' equity	113,299	110,681	83,152	88,304
	$ 240,839	$ 229,036	$ 238,359	$ 196,214

VVTV INVESTMENT SUMMARY

ShopNBC



1. 5-year sales target of $1.1B with 8%-12%* adjusted EBITDA margins
2. Leveraging fixed-cost national distribution platform while growing revenue and driving adjusted EBITDA improvements
3. Restored business to growth: +12% LTM
4. Driving growth via expanded product mix, new high-profile brands, integrated marketing and disciplined working capital
5. Deleveraged balance sheet and expanded working capital via equity offerings and term loan placement
6. Broadcast into 79 million homes+ Internet and mobile national reach
7. Active customers 1.1M as of 7/30/11
8. Industry leading e-commerce sales 44%, or $258M
9. Turned adjusted EBITDA positive Q3 ’10 - Last 4 quarters
10. Expanding Wall Street visibility with research coverage by:
    - Piper Jaffray
    - Dougherty & Co.
    - Feltl and Company
    - BGB Securities, Inc.

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APPENDIX

APPENDIX

Milestones: 1991 - 2008

ShopNBC

1991 | 1999 | 2000 | 2001 | 2004 | 2007 | 2008 | 2009 | 2010 | 2011

1991:
Initial Public Offering

1999:
GE & NBC investment

Common stock reaches $60

2000:
Expanded Distribution Center for Polo.com joint venture

2001:
Branded as ShopNBC

2004:
Reaches 55 million homes

2007:
Sold stock in Polo.com for $42 million

ShopNBC.TV launches

Reaches 72 million homes

Aug 2008:
New management:
Former QVC exec, Keith Stewart, joins as President & COO

2009-2011:
See next slides for details

APPENDIX

Milestones: Q3 ’08 – Q4 ’09

ShopNBC

2008

Q3 2008:
Keith Stewart joins as President & COO

Mr. Stewart, former President of QVC-Germany, grew business unit from small player to country’s largest shopping network

Former CEO of Andersen Worldwide, Joe Berardino, joins Board

Q4 2008:
Keith Stewart appointed CEO

Former EVP & CMO of QVC-US, Randy Ronning, joins Board
Former President of QVC-US,

Darlene Daggett, joins as strategic advisor

2009

Q1 2009:

GE Preferred Stock extended 5 years

Launches iPhone app

Board of Directors reconstituted

94 new vendors and 62 brands added

Launches strategic initiative to lower price points

Q2 2009:
Randy Ronning appointed Chairman

Former QVC execs join ShopNBC Carol Steinberg, SVP of Ecomm & Marketing; Jean Sabatier, SVP of Sales & Planning

Major cable deals renewed at lower rates

106 new vendors added

Q3 2009:
Suzanne Somers launches

122 new vendors added, over 100 new guest experts

Industry-leading ecommerce sales penetration at 34%

Extends web product mix

Q4 2009:

Announces $20M credit facility

Launches all-new mobile commerce

Achieves single largest sales day on Nov 8 (since mid-2008)

Surpasses 1 million customers

Reaches 76 million homes

E-commerce sales penetration at 39%

Net shipped units up 47% full year

APPENDIX

Milestones: Q1 '10 – Q2 '11

Q1 2010:
Former EVP and CMO of QVC-US, Bob Ayd, joins as President

Margins up 510 basis points to 36.6%

Over 1,000 new products added monthly

Q2 2010:
Sales increase 6% YOY

Over 200 new vendors added YTD

Surpasses 8,000 web extended products

Transactional costs down to $2.87/unit

Internet sales penetration at 40%

Q3 2010:
Sales increase 11%

EBITDA $0.6M

Internet sales penetration at 41%

Multi-channel veteran Bill McGrath appointed CFO

2010

Q4 2010:
NBC trademark license extended 1 yr

Working capital expanded with $25M term loan and $17M equity offering

Sales up 15.2%

EBITDA $8M

Transactional costs down to $2.73/unit

Internet sales penetration at 44%

Q1 2011:
Sales up 15%; EBITDA $3.1M

Raised $55.6M (net) in stock offering; 9.5M shares issued for $6.25/share*

Proceeds used to redeem all 12% Preferred stock & dividends ($47.3M); $8.3M available for working capital

Named QVC veterans with combined 80 years multichannel experience as strategic advisors: Rob Cochran, Nancy Kunkle, Dennis Reustle

2011

Q2 2011:
Fourth consecutive EBITDA positive quarter

Internet penetration of 46%

Cross-promotions of NBC shows, Universal Picture Films, Bravo and Style Network

Digital cross-promotions of ShopNBC on NBCU sites

***Stock Offering Benefits:**

- Eliminated $17.5M in future dividends – PL benefit
- Early redemption of Preferred (due in 2013/2014)
- Eliminated cash sweep covenant which restricted working capital
- Strengthened balance sheet
- Accelerated all discount accretion into Q1 2011

REAL ESTATE HOLDINGS

Bowling Green, KY: Distribution Center

262,000 sq ft.

Appraised Value: $6.4MM

Year Built: 2000

Key points:

- Process 50,000 units per day
- Ship 6 days a week
- Use FedEx, UPS and USPS
- High security levels and protocols
- Intelligent warehouse systems and automation

Eden Prairie, MN: Facilities

208,729 sq ft.

Appraised Value: $16.4MM

Year Built: 1975

Key points:

- State of the Art Control Room
- 5 Studios Totaling 12,500 sq ft.
- 18 Sets Ranging from Classic to High-Tech
- 3 Editing Rooms, Avid Non-Linear Systems

Boston, MA: Television Station

Original air date: Dec 6, 1986
First ShopNBC air date: Jan 1, 2005

Key points:

- $23M asset (appraised value)
- FCC license
- Full power station WWDP TV-46