



## FOR IMMEDIATE RELEASE

# Ripple – the World’s First Wearable Support Network – Announces Global Launch on HSN

*Device will be featured tonight as part of HSN’s Innovation Event*

**NEW YORK and FT. LAUDERDALE—September 23, 2017—**Ripple Network Technologies, Inc., today announced the global launch of its revolutionary personal safety service and device on entertainment and lifestyle retailer, [HSN](#), an operating segment of HSN, Inc. (NYSE: HSNI). Ripple will be featured during HSN’s Innovation Event, hosted by Julie Truster, tonight, September 23, starting at 11p.m. (ET).

“We are extremely thrilled to partner with HSN to officially launch Ripple as part of HSN’s Innovation Event,” said Ripple CEO Tim O’Neil. “This launch marks an exciting milestone in our plans to bring Ripple’s first-of-its-kind approach to living safely and confidently, to a worldwide audience.”

Ripple is not another panic button safety device. It is personal safety for the modern world – solving both emergencies and uncomfortable situations. Unlike all other personal safety devices on the market, Ripple is a tiny (size of a dime), discreet button linked to the user’s smartphone, which can be accessed without anyone noticing. The device connects users to a live, personal backup team so, instead of calling for help, the help calls you.

Trained Ripple professionals handle alerts 24/7. Click the wearable device, and the user will immediately receive a call from the Ripple monitoring team to his or her smartphone. They know who and where the user is, and have resources to immediately dispatch emergency services if the user needs it. If a user requires emergency help, but can’t talk on the phone, he or she can click three times and the monitoring team will send first responders directly to their location.

### **About HSN:**

HSN is a leading entertainment and lifestyle retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, Fashion/Accessories, and Electronics. HSN broadcasts live to over 90 million households in the US 24/7 and its website - [hsn.com](#) features more than 50,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, founded 40 years ago as the first electronic retailer, is an operating segment of HSN, Inc. (Nasdaq: HSNI). For more information, please visit [www.HSN.com](#), or follow @HSN on Facebook and Twitter.

### **About Ripple:**

Ripple Network Technologies, Inc. was co-founded in 2015 by Rees Gillespie, the creator of Ripple, and his lifelong friend, Jaime Gomez. Rees was inspired to create Ripple after his mother, a real estate agent, continuously asked him to call and check on her while attending showings with unknown clients. Inspired by wanting to ensure that everyone had instant access to a support network that can be utilized anytime, anywhere, Rees set out to create a trusted safety solution service that empowers users to live their lives knowing someone always has their back. To learn more about Ripple, visit <https://www.ripplesupport.com/> or follow on [Facebook](#) and [Instagram](#).

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