



# GENERAL INFORMATION

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## Who We Are

ShopNBC programming is broadcast live 24 hours a day, 365 days a year, and is simulcast on the Web at ShopNBC.com. Product categories featured on the shopping network include, jewelry, consumer electronics, home furnishings, apparel, health and beauty, and collectibles.

ShopNBC's mission is to be the most innovative multimedia network offering consumers an entertaining, informative, and interactive shopping experience.

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- Ft. Lee Group:** 2200 Fletcher Ave  
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- Ownership:** ValueVision Media, Inc.
- Management:** Dick Barnes, EVP, COO & CFO  
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- Total Subscribers:** 52 million (as of April 30, 2002)
- Date Founded:** June 25, 1990
- Cable Channel:** Visit our Website and enter in zip code for area channel
- Satellite Channel:** DirecTV 370; Dish Network 228
- Website:** [www.ShopNBC.com](http://www.ShopNBC.com)
- Affiliate Website:** [www.nbccableinfo.com](http://www.nbccableinfo.com)



# FEATURED PROGRAMS

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## **Home Living with Rebecca Kolls**

Nationally known home and garden expert Rebecca Kolls of HGTV presents features on home gardening and decorating tips, and the tools for successful home projects. She also offers the dirt on home and garden tools and projects, as well as a full line of gardening products, home décor items and crafts.

## **It's All About You with Star Jones**

Star Jones from “The View” is host of a program featuring jewelry, apparel and home décor. It's a unique shopping opportunity, where Star selects all the “must haves” and brings them to you at great prices. In addition, Star also selects a “charity of the month,” to which a portion of the proceeds from all sales is given.

## **Cheryl Tiegs**

Former cover girl and supermodel Cheryl Tiegs presents her own line of beauty products and offers secrets and tips that have helped keep her beautiful and youthful for years.

Other regular shows include:

- Computer Store
- Home Living
- Best of Switzerland
- Charles Winston Collection
- Swiss Watch International
- Far East Market
- Tanzanite
- Ear Pins
- Bitu Collection
- What to Wear
- Treasures D'Italia
- Gallerie de Bijoux

As the premier, cutting-edge shopping network, ShopNBC offers a vast array of quality merchandise – on TV and online – at incredible values of up to 60% off retail value. This elite selection includes fine jewelry, name-brand watches, the latest in state-of-the-art electronics and computers, trendsetting apparel, the newest health and beauty products, the finest in home furnishings and accessories, unique NBC show and logoed merchandise, plus “Deal of the Day” specials, every day.

For the current TV Schedule please visit our website, [www.shopnbc.com](http://www.shopnbc.com)



# FEATURED TALENT

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Originally from the Boston area, **Kris Burtt** got her degree from New York University. She began her career as a professional dancer specializing in ballet and musical theater. Her hosting career began with a popular children's dance video. After relocating to Los Angeles, Kris worked as a spokesperson for Toyota and Mattel and a TV correspondent for a beauty show and a vintage vehicle program.



In her own words, **Joleen Benoit** says, "I went from network news to good news." Joleen, a former Miss Minnesota, has worked as an entertainment reporter and news anchor in California. She also was a singer and entertainer, traveling the Orient with the Miss America USO Tour. She traveled with Bill Cosby, Don Rickles, and Yakoff Smirnoff as their opening act *and* she even had a number one record, "Tokyo Girl," for 10 weeks in Japan!



**Karen Connelly** makes her home now in Minnesota after having lived in a plethora of places, including Indiana, Florida, Spain, and Illinois. One of the home shopping industry's original personalities, Karen brings an exceedingly interesting background to her work as a host on ShopNBC TV. She served in the U.S. Navy as a cryptologic technician, and she was an amateur bodybuilder, winning various titles. She's also a licensed cosmetologist.



Originally from New York, **Mike Davidson** now makes his home in Minnesota after also having lived in New Jersey and California. He has a degree in broadcasting and is a trained bodyguard. Mike worked in radio broadcasting for more than a decade before turning to a career in the home shopping industry. He has done extensive work with the Sunshine Foundation, an organization that helps send sick and underprivileged children to Disney World.



Originally from Chicago and having lived also in Indiana and Pennsylvania, **Laura Duffek** now makes her home in Minnesota. She received a degree in communications and began her career in broadcast news. While in the newsroom one day, her co-worker pointed to a shopping channel on television and challenged her to audition to be a host. Thus, she became a shopping television host!



Originally from West Virginia, **Bill Fahey** has also lived in Europe and Tennessee. And, he has traveled throughout the United States. Bill's numerous achievements include holding a law degree and a real estate license, and acting in community plays.



**Angela Gustafsson** is a true success story. At age 14, Angela was flunking out of high school. After hearing an inspirational speaker, she immediately turned her life around, mapping out a plan to complete high school by age 16. She went on to earn a bachelor's degree in youth ministry, two masters' degrees in leadership development, and a doctorate in natural medicine. Angela served as a noncommissioned officer in the U.S. Army Reserves during Desert Storm. She also won the Mrs. United Nation U.S. Pageant in 2001, and subsequently got involved with Colin Powell's America's Promise, a national effort to mentor and develop America's youth.



A quintessential talent in the home shopping industry, **Kendy Kloepper** has nearly two decades experience as a home shopping host. Kendy considers herself a Chicago gal and tries to get back to the Windy City as often as possible. She now makes her home in the country with her husband, Curt, whom she met in sixth grade, and her two children, Tru and Chase.



# FEATURED TALENT

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**Wes McCoy** began his career as a radio broadcaster before leaving it behind for a career in music. He played with a band for a decade, even making an appearance at the Grand Ole Opry as a guest of the late Hank Snow. Since then, Wes has worked for many television and radio stations. **Pamela McCoy's** professional background is interesting, as well. Pam won a broadcasting competition in high school and was offered a job reporting news for a local radio station after graduation. Although she thought it would be her dream job, Pam realized the pay was too little to survive on. She instead put herself through college with modeling jobs. Modeling became a full time job for her, as she began doing print modeling and reading voiceovers for television ads.



**Marva Nation** was born and raised in Denver, Colorado. She earned a BS in journalism and a BA in political science from the University of Colorado. Marva has done a wide variety of sales and broadcast work. She interned at *Entertainment Tonight* and a local television station. She also worked as a Los Angeles Raiders cheerleader for three seasons and worked for two Fortune 500 companies in outside sales.



Born in Philadelphia, **Carmela Richards** worked in retail for more than a dozen years before moving to Florida to begin her home shopping career. Having started as a host in 1985, when the industry was just beginning to flourish, Carmela is considered a pioneer in the home shopping industry. She has been with ShopNBC, formerly ValueVision, from our very beginning.



The ever-energetic **Charla Rines** is a Minnesota native. Her background in fashion commentary comes in handy from time to time! Charla began work at ShopNBC (ValueVision at the time) as a buyer. She became a host in 1994.



A native of Scotland, **Lynne Schacher** now makes her home in Minnesota. Lynne's life in the spotlight began at an early age. In fact, Lynne began dancing at age five! She has studied in New York, Los Angeles, and Chicago, working toward her dream of being on Broadway. After years as a "starving artist" and always looking for adventure, Lynne decided to try something new. Lynne's broadcast career began in college, where she hosted her campus television and radio shows, and worked an internship with an NBC affiliate station. To help pay for college, Lynne became Miss Minnesota! She went on to complete a degree in journalism.



**Tim Temple**, the quintessential watch enthusiast, has lived just about everywhere imaginable, including San Jose, Costa Rica, Panama, Georgia, Texas, California, Virginia, Florida, and now Minnesota! After starting his career working as a radio disc jockey and touring with a number of musical acts as a keyboardist, Tim stepped into the world of home shopping many years ago and has been hooked ever since.



Native Minnesotan **Shawn Wilsie** has been a home shopping host for many years! He is in fact one of our original hosts. He has enjoyed watching the company grow—first as ValueVision and now as ShopNBC—to reach millions of homes. Life for Shawn before becoming a host entailed working in retail selling housewares and domestics.