

iTV from Comcast makes shopping easier. Comcast's Interactive TV service brings many fun and useful extras to Comcast Digital Cable customers at no additional charge. With 'Shop-by-Remote', currently available on HSN, you easily make purchases with your remote control. It's simple, just follow the on-screen directions and order away!

>>Let's get started; it's easy and convenient.

1.



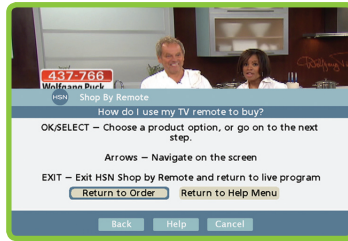
Getting Started

If you're a first time HSN shopper, call 1-800-436-6464 to set up an HSN account. Once your account is active, use your remote to shop 24/7. If you're already an HSN customer go to the next step.

Tip

Your Parental Controls and channel locks can help prevent unauthorized ordering. For instructions on setting up a channel lock, go to comcast.com/parental_controls.

2.



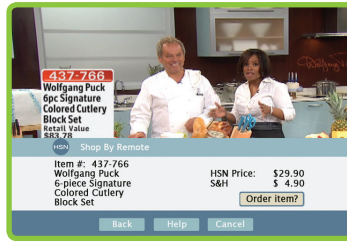
Start Shopping

Simply tune to the HSN channel and an overlay message will appear in the upper right corner of the screen inviting you to begin shopping using your remote control. Press **OK/Select** on your remote to accept the invitation.

Tip

Items purchased using your remote will be billed to the default credit card noted on your HSN account. Items will be shipped to the default address on your HSN account.

3.



Making a Purchase

The item for sale is displayed on the first screen. If this is the product you are looking for, choose the on-screen button "Order Item?"

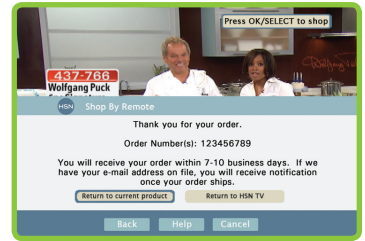
Use the **Arrow Keys** on your remote to select the color, size and payment options as appropriate.

Press the **OK/Select** button on your remote to choose an item and follow prompts to complete the order.

Tip

You can exit anytime prior to your order confirmation without making a purchase.

4.



Completing your Order

When prompted, enter the phone number and ZIP code associated with your HSN account using the **Number Keys** on your remote. The **Left Arrow** Key deletes the last number pressed.

Review your order. Make changes by selecting the "Back" icon and press **OK/Select** on your remote. When satisfied with your order, press "Continue."

An order confirmation will appear. This will summarize the item, price, shipping and credit card information. If everything is correct, press **OK/Select** on your remote to complete your purchase.

Tip

To make another purchase select "Return to Current Product" or to return to live programming select "Return to HSN TV."

The wrap up. Now it's time to begin shopping via your remote. In no time, you'll enjoy the at-your-fingertips convenience and simplicity this service offers. Plus, there are always great items to choose from. Enjoy!

>>HSN Customer service 1-800-436-6464

Available to Comcast residential Digital Cable customers in select areas. Equipment including remote control is required. Please refer to comcast.com for products available in your area. When making a purchase using Shop-by-Remote, you agree to have Comcast share the information with HSN to complete your purchase.