

INGENIOUS IDEAS

DEPARTMENT

National Product Search

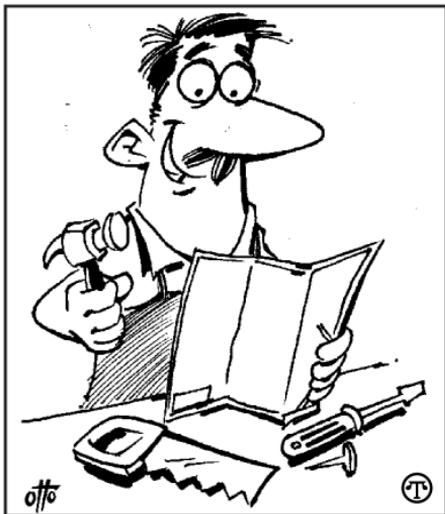
(NAPSA)—What's the big idea? That's what QVC wants to know. Aspiring entrepreneurs looking for the opportunity to turn products into profit may be able to do so through QVC.

Thanks to this leading e-tailer, inventors, designers and manufacturers now have an opportunity to get their consumer products to market. QVC will hold a national product search on April 27 and 28, 2002 at the Mall of America in Bloomington, MN. The two-day event will include a series of entrepreneurial workshops and seminars.

"QVC introduces more than 250 new products to our viewers each week, so it's paramount for us to continually search for what's new and innovative," said Darlene Daggett, QVC's executive vice president of merchandising. Several of QVC's product lines have come from individuals who have had regional success and are now looking to broaden their market, or from the weekend inventors who have been tinkering around in their garages with ideas.

Qualities that individuals should consider when thinking about submitting a product include:

- Is it demonstrable?



Inventors now have an opportunity to make their dreams a reality.

- Does it solve a common problem or make life easier?
- Does it appeal to a broad audience?
- Does it have unique features and benefits?
- Is it topical or timely?

If you or anyone you know is interested in being a part of QVC's National Product Search, register in advance at www.QVCProductSearch.com. Additional information can be found by calling toll-free (866) 302-4633.