

FOR IMMEDIATE RELEASE

QVC CHALLENGES CASE WESTERN RESERVE STUDENTS TO "MAKE IT" OR "BREAK IT"

QVC AND MOBILE DISCOVERY TEAM UP TO BRING 2D USER EXPERIENCE IN FIRST-EVER U.S. MOBILE CODE TRIAL RUN

CLEVELAND (March 31, 2008) – Case Western Reserve University's Institute for Management and Engineering (TiME) announced today that it is teaming up with QVC, Inc. and Mobile Discovery to launch the first-ever, large-scale mobile marketing campaign using 2D codes in the United States. The campaign will be held March 31 through April 21 and promises to deliver the experience of connecting the physical world with the mobile phone.

Popular in Asian and European countries, 2D code scanning provides users with the opportunity to access information over the Web with their mobile phones. This technology is now also prevalent on campus, as Case Western Reserve students participate in a QVC and Mobile Discovery marketing campaign, "The Q Code: Make It or Break It," to demonstrate the ease and functionality behind 2D codes.

"We are excited for our students to participate in this revolutionary campaign. They not only get to learn about this new, groundbreaking technology in the classroom, but also engage in the experience all over campus," said Case Western Reserve University Chief Information Officer Lev Gonick.

"The Q Code: Make It or Break It" campaign includes a two-pronged sweepstakes. Students can "Make It" by visually and virally spreading the word throughout campus by creating their own codes and campaigns, using the Mobile Discovery technology, for an entry into the Sweepstakes. The code creators will then encourage other students to scan their code, and each time the code is scanned, that student will be rewarded with an entry into the Sweepstakes. Moreover, after the code is scanned four times, the code creator will receive an additional entry into the Sweepstakes.

The other part of the Sweepstakes, "Break It," entails a graphic of "The Q Code" (specifically created for this campaign), which will be prominently displayed around campus. Each time the Q Code is scanned, students will be entered for a chance to win daily prizes from QVC, as well as the Sweepstakes grand prize (40" diagonal HDTV). The daily prizes will range from high-end electronics to brand-name beauty products and designer jewelry, including items from Carson Kressley, Heidi Klum, Clinique, Michael Kors, philosophy, Garmin and Junior's cheesecakes.

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"This opportunity was a natural fit for QVC. It's the next killer app in advertising, and we're taking it to the next level in a friendly, opt-in nature," said QVC's Chief Marketing Officer and Senior Vice President Jeff Charney. "QVC wants to be everywhere that its customers are. What better way to showcase the features of this new technology than through the next generation of QVC shoppers?"

The 2D code trial is being conducted on campus by TiME's Master of Engineering and Management (MEM) students as part of a two-semester course on product design. Twelve MEM students act as the project leads for the campus wide trial. The MEM students helped develop "The Q Code: Make It or Break It" concept.

"QVC is widely known for its entrepreneurial spirit and dedication to its hallmark traits – Quality, Value and Convenience," said Founder and CEO of Mobile Discovery, Inc. David Miller. "This new mobile technology promises to change the way we live our lives and seek information. That said, we couldn't think of a better partner to help demonstrate this new technology's capabilities."

The Q Code: Make It or Break It Sweepstakes is subject to Official Rules, found at www.mobilediscovery.com. The Sweepstakes is void where prohibited and open to Case Western Reserve University students, faculty and staff, 18 years or older with a valid, working @case.edu e-mail address.

Mobile Discovery's Code Management Platform (called CodeIntelligence™) provides advertisers a Web portal for building and managing a cross-carrier 2D code mobile marketing campaign. The trial demonstrates a clear roadmap for commercialization for advertisers, publishers and carriers.

For more information, please visit <http://youtube.com/watch?v=LEUC-3ZmhCg>.

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About The Institute for Management & Engineering (TiME)

Located at Case Western Reserve University, in Cleveland Ohio, The Institute for Management and Engineering (TiME) brings together the resources of the University's Case School of Engineering and Weatherhead School of Management. TiME is uniquely positioned to help both students and technology-based companies learn how to integrate engineering and management proactively. Our entrepreneurial education equips students and businesses to achieve superior organizational performance. TiME's mission is to foster the integration of these disciplines through Education offered through the Masters Degree in Engineering and Management, Industrial Relationships and Experiential Learning. Web site: <http://www.time.case.edu>.

About QVC

QVC, Inc., a wholly owned subsidiary of Liberty Media Corporation attributed to the Liberty Interactive Group (Nasdaq: LINTA), is one of the largest multimedia retailers in the world, with annual revenue of more than \$7 billion. QVC is committed to providing its customers with thousands of the most innovative and contemporary beauty, fashion, jewelry and home products. Its programming is distributed to more than 166 million homes worldwide. The company's Web site, QVC.com, is ranked among the top general merchant Internet sites. With subsidiaries in the United Kingdom, Germany and Japan, West Chester, Pa.-based QVC has shipped more than a billion packages in its 21-year history.

About Mobile Discovery

Founded by David Miller, Mobile Discovery brings new functionality to the wireless space, unlocking value for marketers, revenue for carriers and functionality for consumers. Mobile Discovery's software addresses the needs of three sectors of the mobile marketplace allowing advertisers to engage the consumer in new and innovative ways, carriers to leverage existing assets to drive new revenue and providing wireless subscribers the ability to leverage the network to explore, learn and interact.

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