

This is a fictitious record. It is designed to provide a sample of the information typically depicted in a 'Medium' sample record.

QVC, Inc.

Physical Address:

1200 Wilson Drive
West Chester, PA 19380

Mailing Address:

1200 Wilson Drive
West Chester, PA 19380-4267

Parent Company: Liberty Media Corp. – Englewood, CO

Phone: (484) 701-1000

Fax: (484) 701-8170

URL: www.iqvc.com

Year Founded: 1908

Employees at site: 3,000

Revenues at site: \$453,000,000

Primary SIC: 5961 – Catalog and mail-order houses

Secondary SIC: 6719 – Holding company

Primary NAICS: 454111 – Electronic shopping

Secondary SIC: 551112 – Offices of other holding companies

Ownership: Private

Value Added Fields:

Total PCs: 2,306

Internet Users: 100-249

IT Employees: 250-499

Percent of International Business: Existing, but of unknown quantity

Number of Retail Stores: 6

Total Retail Selling Area: 28,800

Average Retail Selling Area: 4,800

Retail Trade Area: DE, FL, PA, SC

Description: This is the headquarters location of QVC, Inc. with 15,000 employees. They have 1 SAVOR store and 5 QVC 1 Loyalty Marketing Program department. They carry artificial flowers, audio electronics, automotive supplies, bath accessories, bedding, Outlet Store stores. QVC Inc. has bicycles, blank audio/video, books, boys apparel, candles, candy, cleaning supplies, clocks, collectibles, computer accessories, cosmetics, crafts, cutlery, decorative giftware, dinnerware, domestics, educational software, flatware, floor coverings/flooring, floral, footwear, general merchandise, giftware, home décor, home improvements, luggage, magazines, mens apparel and musical instruments. Electronic shopping. This location has 2,306 total PCs, 100-249 Internet users, and 250-499 IT employees.

Contacts:

- Mr. Michael George – President & CEO
- Mr. Dan O'Connell – Chief Financial Officer
- Mr. Meade Rudasill – Chief Operating Officer
- Mr. P. Forester – Director – Network Services
- Mr. Robert Cochran – Chief Information Officer
- Mr. Glen M. Thor – Treasurer