

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
SCHEDULE 14A**

**Proxy Statement Pursuant to Section 14(a) of  
the Securities Exchange Act of 1934**

Filed by the Registrant ☒

Filed by a Party other than the Registrant ☐

Check the appropriate box:

- |  |  |
|--|--|
| <input type="checkbox"/> Preliminary Proxy Statement<br><input type="checkbox"/> Definitive Proxy Statement<br><input checked="" type="checkbox"/> Definitive Additional Materials<br><input type="checkbox"/> Soliciting Material Pursuant to Rule 14a-12 | <input type="checkbox"/> Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2)) |
|--|--|

**HSN, Inc.**

(Name of Registrant as Specified In Its Charter)

**N/A**

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- ☒ No fee required.
- ☐ Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-11.
- (1) Title of each class of securities to which transaction applies:
- (2) Aggregate number of securities to which transaction applies:
- (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):
- (4) Proposed maximum aggregate value of transaction:
- (5) Total fee paid:
- ☐ Fee paid previously with preliminary materials.
- ☐ Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
- (1) Amount Previously Paid:
- (2) Form, Schedule or Registration Statement No.:
- (3) Filing Party:
- (4) Date Filed:

HSN, Inc.

**Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting  
to Be Held on Tuesday, May 17, 2011**

**The Proxy Statement, Annual Report and other proxy materials are available at:  
<http://www.proxyvoting.com/hsni>**

This communication presents only an overview of the more complete proxy materials that are available to you on the Internet.  
We encourage you to access and review all of the important information contained in the proxy materials before voting.

HSN, Inc.

*If you want to receive a paper or e-mail copy of these documents, you must request one. There is no charge to you for requesting a copy. Please make your request for a copy as instructed below on or before May 5, 2011 to facilitate timely delivery.*

**TO REQUEST PAPER COPIES OF PROXY MATERIALS:**

(please reference your 11-digit control number when requesting materials)

By opting out to receive printed materials, your preference for future proxy mailings will be kept on our file.

Telephone: **1-888-313-0164**  
(outside of the U.S and Canada call 201-680-6688)

Email: **shrrelations@bnymellon.com**  
(you must reference your 11-digit control number in your email)

Internet: **<http://www.proxyvoting.com/hsni>**

**TO VOTE YOUR SHARES SEE INSTRUCTIONS ON REVERSE SIDE**

*This is not a proxy card. You cannot use this notice to vote your shares.*

Dear HSN, Inc. Shareholder:

The 2011 Annual Meeting of Shareholders of HSN, Inc. (the "Company") will be held at the HSN, Inc. corporate headquarters, 1 HSN Drive, St. Petersburg, Florida 33729, on Tuesday, May 17, 2011, at 2:30 p.m. (local time).

Proposals to be considered at the Annual Meeting:

- (1) to elect ten Directors to serve until the 2012 annual meeting of shareholders of the Company;
- (2) to ratify the appointment of Ernst & Young LLP as the Company's independent registered certified public accounting firm;
- (3) to approve, on an advisory basis, the compensation paid to our named executive officers;
- (4) to approve, on an advisory basis, the frequency of future advisory votes on the compensation paid to our named executive officers; and
- (5) to consider and act upon any other business that may properly come before the meeting or any adjournment(s) thereof.

**The Board of Directors recommends a vote "FOR" Items 1, 2 and 3.**

**The Board of Directors recommends a vote for "3 years" on Item 4.**

The Board of Directors has fixed the close of business on March 21, 2011 as the record date (the "Record Date") for the determination of shareholders entitled to receive notice of and to vote at the Annual Meeting or any adjournment(s) thereof.

**YOU MUST REFERENCE YOUR 11-DIGIT CONTROL NUMBER WHEN  
YOU REQUEST A PAPER COPY OF THE PROXY MATERIALS OR TO  
VOTE YOUR PROXY ELECTRONICALLY.**

**CONTROL NUMBER**

**i**

**g**

Shareholders of record as of the Record Date are encouraged and cordially invited to attend the Annual Meeting. Directions to attend the annual meeting where you may vote in person can be found on our website, [www.hsni.com](http://www.hsni.com).

**Meeting Location:**

HSN, Inc.  
1 HSN Drive  
St. Petersburg, FL 33729

**The following Proxy Materials are available for you to review online:**

- the Company's 2011 Proxy Statement (including all attachments thereto);
- the Company's Annual Report for the year ended December 31, 2010 (which is not deemed to be part of the official proxy soliciting materials); and
- any amendments to the foregoing materials that are required to be furnished to shareholders.

**To request a paper copy of the Proxy Materials:**

*(you must reference your 11-digit control number located on the reverse side of this form)*

Telephone: **1-888-313-0164** (outside of the U.S and Canada call 201-680-6688)

Email: **[shrrelations@bnymellon.com](mailto:shrrelations@bnymellon.com)** *(you must reference your 11-digit control number in your email)*

Internet: **<http://www.proxyvoting.com/hsni>**

**The Proxy Materials for HSN, Inc. are available to review at:**

**<http://www.proxyvoting.com/hsni>**

Have this notice available when you request a PAPER copy of the Proxy Materials,  
when you want to view your Proxy Materials online,  
**OR WHEN YOU WANT TO VOTE YOUR PROXY ELECTRONICALLY.**

**HOW TO VOTE BY INTERNET**

*We encourage you to review the Proxy Materials online before voting.*

Use the Internet to vote your shares. On the landing page of the above website in the box labeled "To Vote Your Shares by Internet" click on "**Vote Now**" to access the electronic proxy card and vote your shares. Have this letter in hand when you access the website.

You will need to reference the 11-digit control number located on the reverse side.