

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COMCAST CORP ONE COMCAST CENTER PHILADELPHIA, PA 19103		X		
NBCUniversal, LLC 30 ROCKEFELLER PLAZA NEW YORK, NY 10112		X		

Signatures

/s/ Arthur R. Block, Senior Vice President, General Counsel and Secretary, Comcast Corporation

2/7/2011

** Signature of Reporting Person

Date

/s/ Arthur R. Block, Senior Vice President, NBCUniversal, LLC

2/7/2011

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Joint Filer Information

Name of Joint Filer: NBCUniversal, LLC

Address of Joint Filer: 30 Rockefeller Plaza
New York, NY 10112

Relationship of Joint Filer to Issuer: 10% Owner

Issuer Name and Ticker or Trading Symbol: ValueVision Media, Inc. (VVTV)

Date of Earliest Transaction Required to be Reported (Month/Day/Year): 01/28/2011

Designated Filer: Comcast Corporation

Signature:

NBCUNIVERSAL, LLC

By: /s/ Arthur R. Block
Name: Arthur R. Block
Title: Senior Vice President

Date: February 7, 2011
