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SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

June 24, 2010
Date of report (Date of earliest event reported)

VALUEVISION MEDIA, INC.

(Exact Name of Registrant as Specified in its Charter)

Minnesota
(State of Incorporation)

0-20243
(Commission File Number)

41-1673770
(I.R.S. Employer Identification No.)

6740 Shady Oak Road
Eden Prairie, Minnesota
(Address of Principal Executive Offices)

55344-3433
(Zip Code)

(952) 943-6000
(Registrant's Telephone Number, Including Area Code)

Not Applicable
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 8.01—Other Events

On June 24, 2010, ValueVision Media, Inc. (the “Company”) issued a press release announcing that NBC Universal, Inc. decided not to pursue its offering of 6,452,194 common shares in the Company at this time due to prevailing prices. A copy of this press release is filed as Exhibit 99.1 to this Current Report.

Item 9.01—Financial Statements and Exhibits

(d) Exhibits.

Exhibit Number	Title of Document	Location
99.1	Press Release dated June 24, 2010	Attached

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

VALUEVISION MEDIA, INC.

Date: June 24, 2010

/s/ Nathan E. Fagre

Nathan E. Fagre

Senior Vice President, General Counsel and Secretary

NBC Universal, Inc. to Maintain Common Stock in ShopNBC

Minneapolis, MN — June 24, 2010 — ShopNBC (NASDAQ: VVTV), the premium lifestyle brand in multi-media retailing, today announced that NBC Universal, Inc. has decided not to pursue its offering of 6,452,194 common shares in the company at this time due to prevailing prices. A shelf registration statement relating to these securities was previously filed and declared effective by the Securities and Exchange Commission.

NBC Universal Inc. is one of the company's largest shareholders.

This press release does not constitute an offer to sell or the solicitation of offers to buy any security and shall not constitute an offer, solicitation, or sale of any security in any jurisdiction in which such offer, solicitation, or sale would be unlawful.

About ShopNBC

ShopNBC is a multi-media retailer operating with a premium lifestyle brand. Over 1 million customers benefit from ShopNBC as an authority and destination in the categories of home, electronics, beauty, health, fitness, fashion, jewelry and watches. As part of the company's "ShopNBC Anywhere" initiative, customers can interact and shop via cable and satellite TV in 76 million homes (DISH Network channels 134 and 228; DIRECTV channel 316); mobile devices including iPhone, BlackBerry and Droid; online at www.ShopNBC.com; live streaming at www.ShopNBC.TV; and social networking sites Facebook, Twitter and YouTube. ShopNBC is owned and operated by ValueVision Media (NASDAQ: VVTV).

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