

**LIBERTY INTERACTIVE CORPORATION INTERACTIVE (LINTA)- RIGHTS AND STOCK DISTRIBUTION****DESCRIPTION:**

Liberty Interactive Corporation Interactive (LINTA) has announced a **distribution of .05 Liberty Ventures Series A (LVNTA) Common Shares for each LINTA share** held, accompanied by a Rights distribution to LINTA Series A Common Shareholders, as described below. Note the Rights distribution is being made to LINTA shareholders but is based on the number of Liberty Ventures Series A Common Shares distributed. The Rights will allow purchase of Liberty Ventures Series A Common Shares.

RIGHTS: Transferable Rights ("Rights") to purchase one share of Series A Liberty Ventures (LVNTA) Common Share for every one Right at an exercise price to be determined. Pursuant to the LINTA Proxy Statement/Prospectus dated June 29, 2012, entitlements to fractional Liberty Ventures Series A Rights will be rounded up to the nearest whole right in the distribution.

PRICE: To be determined

DISTRIBUTION

RATIO: 1/3 of a Series A Liberty Ventures Right for each LVNTA share received in the distribution, rounded up to the nearest right.

RECORD DATE: August 8, 2012

EXPIRATION: To be determined

SUBSCRIPTION

AGENT: Computershare Trust Company, N.A.

GUARANTY PERIOD: Three (3) Business Days

As stated in the LINTA Proxy Statement/Prospectus, the Rights offering is expected to commence after the 20th day of regular-way trading in LVNTA. Series A Liberty Ventures Rights are anticipated to begin trading "regular way" on NASDAQ Global Select under the symbol "LVNAR" after the Rights offering commences.

It is OCC's understanding a single LINTA ex-date will be established by NASDAQ for both the Series A Liberty Ventures Common Stock and the LVNTA Rights.

Contract Adjustments:

Pursuant to the By-Laws of the Options Clearing Corporation ("OCC"), the below Liberty Interactive Corporation Interactive options will be adjusted as follows.

Adjustment Date: Friday, August 10, 2012
Option Symbol: LINTA becomes LINT1
Underlying Security: LINTA becomes LINT1
Contract Multiplier: 1
Strike Prices: unchanged
Multiplier: 100 (e.g. Premium of 1.00 = \$100)
CUSIP: 53071M112, 53071M880, 53071M104

New Deliverable: 1) 100 Liberty Interactive Corporation Interactive Series A (LINTA) Common Shares
2) 5 Liberty Ventures Series A (LVNTA) Common Shares
3) 2 Series A Liberty Ventures Rights (LVNAR) to Purchase LVNTA shares as described above

GTC Order Cancellation:

On Thursday, August 9, 2012, immediately after the BOX close, all resting orders for LINTA in the order book will be canceled by the BOX Market Operations Center. If a BOX Participant wishes to enter orders for the adjusted LINT1 series, the BOX Participant will need to reenter the orders before the open on Friday, August 10, 2012.

Additional Exchange Info:

Old Option Symbol	Old PutCall Code	Old Strike Price	Old Contract Date	New Option Symbol	New PutCall Code	New Strike Price	New Contract Date
LINTA	C/P	9.00	08/18/2012	LINT1	C/P	9.00	08/18/2012
LINTA	C/P	10.00	08/18/2012	LINT1	C/P	10.00	08/18/2012
LINTA	C/P	11.00	08/18/2012	LINT1	C/P	11.00	08/18/2012
LINTA	C/P	12.00	08/18/2012	LINT1	C/P	12.00	08/18/2012
LINTA	C/P	13.00	08/18/2012	LINT1	C/P	13.00	08/18/2012
LINTA	C/P	14.00	08/18/2012	LINT1	C/P	14.00	08/18/2012
LINTA	C/P	15.00	08/18/2012	LINT1	C/P	15.00	08/18/2012
LINTA	C/P	16.00	08/18/2012	LINT1	C/P	16.00	08/18/2012
LINTA	C/P	17.00	08/18/2012	LINT1	C/P	17.00	08/18/2012
LINTA	C/P	18.00	08/18/2012	LINT1	C/P	18.00	08/18/2012
LINTA	C/P	19.00	08/18/2012	LINT1	C/P	19.00	08/18/2012
LINTA	C/P	20.00	08/18/2012	LINT1	C/P	20.00	08/18/2012
LINTA	C/P	21.00	08/18/2012	LINT1	C/P	21.00	08/18/2012
LINTA	C/P	22.00	08/18/2012	LINT1	C/P	22.00	08/18/2012
LINTA	C/P	23.00	08/18/2012	LINT1	C/P	23.00	08/18/2012
LINTA	C/P	24.00	08/18/2012	LINT1	C/P	24.00	08/18/2012
LINTA	C/P	25.00	08/18/2012	LINT1	C/P	25.00	08/18/2012
LINTA	C/P	10.00	09/22/2012	LINT1	C/P	10.00	09/22/2012
LINTA	C/P	11.00	09/22/2012	LINT1	C/P	11.00	09/22/2012
LINTA	C/P	12.00	09/22/2012	LINT1	C/P	12.00	09/22/2012
LINTA	C/P	13.00	09/22/2012	LINT1	C/P	13.00	09/22/2012
LINTA	C/P	14.00	09/22/2012	LINT1	C/P	14.00	09/22/2012
LINTA	C/P	15.00	09/22/2012	LINT1	C/P	15.00	09/22/2012
LINTA	C/P	16.00	09/22/2012	LINT1	C/P	16.00	09/22/2012
LINTA	C/P	17.00	09/22/2012	LINT1	C/P	17.00	09/22/2012
LINTA	C/P	18.00	09/22/2012	LINT1	C/P	18.00	09/22/2012

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LINTA	C/P	21.00	09/22/2012	LINT1	C/P	21.00	09/22/2012
LINTA	C/P	22.00	09/22/2012	LINT1	C/P	22.00	09/22/2012
LINTA	C/P	23.00	09/22/2012	LINT1	C/P	23.00	09/22/2012
LINTA	C/P	24.00	09/22/2012	LINT1	C/P	24.00	09/22/2012
LINTA	C/P	25.00	09/22/2012	LINT1	C/P	25.00	09/22/2012
LINTA	C/P	26.00	09/22/2012	LINT1	C/P	26.00	09/22/2012
LINTA	C/P	5.00	10/20/2012	LINT1	C/P	5.00	10/20/2012
LINTA	C/P	6.00	10/20/2012	LINT1	C/P	6.00	10/20/2012
LINTA	C/P	7.00	10/20/2012	LINT1	C/P	7.00	10/20/2012
LINTA	C/P	8.00	10/20/2012	LINT1	C/P	8.00	10/20/2012
LINTA	C/P	9.00	10/20/2012	LINT1	C/P	9.00	10/20/2012
LINTA	C/P	10.00	10/20/2012	LINT1	C/P	10.00	10/20/2012
LINTA	C/P	11.00	10/20/2012	LINT1	C/P	11.00	10/20/2012
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LINTA	C/P	15.00	10/20/2012	LINT1	C/P	15.00	10/20/2012
LINTA	C/P	16.00	10/20/2012	LINT1	C/P	16.00	10/20/2012
LINTA	C/P	17.00	10/20/2012	LINT1	C/P	17.00	10/20/2012
LINTA	C/P	18.00	10/20/2012	LINT1	C/P	18.00	10/20/2012
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LINTA	C/P	26.00	10/20/2012	LINT1	C/P	26.00	10/20/2012
LINTA	C/P	27.00	10/20/2012	LINT1	C/P	27.00	10/20/2012
LINTA	C/P	28.00	10/20/2012	LINT1	C/P	28.00	10/20/2012
LINTA	C/P	29.00	10/20/2012	LINT1	C/P	29.00	10/20/2012
LINTA	C/P	30.00	10/20/2012	LINT1	C/P	30.00	10/20/2012
LINTA	C/P	31.00	10/20/2012	LINT1	C/P	31.00	10/20/2012
LINTA	C/P	32.00	10/20/2012	LINT1	C/P	32.00	10/20/2012
LINTA	C/P	4.00	01/19/2013	LINT1	C/P	4.00	01/19/2013
LINTA	C/P	5.00	01/19/2013	LINT1	C/P	5.00	01/19/2013
LINTA	C/P	6.00	01/19/2013	LINT1	C/P	6.00	01/19/2013
LINTA	C/P	7.00	01/19/2013	LINT1	C/P	7.00	01/19/2013
LINTA	C/P	8.00	01/19/2013	LINT1	C/P	8.00	01/19/2013
LINTA	C/P	9.00	01/19/2013	LINT1	C/P	9.00	01/19/2013
LINTA	C/P	10.00	01/19/2013	LINT1	C/P	10.00	01/19/2013
LINTA	C/P	11.00	01/19/2013	LINT1	C/P	11.00	01/19/2013
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