Nseeding

e tthd to

Filed by Liberty Interactive Corporation pursuant to Rule 425 under the Securities Act of 1933 and deemed filed pursuant to Rule 14a-6(b) of the Securities Exchange Act of 1934

> Subject Company: Liberty Interactive Corporation Commission File No.: 001-33982

		k .		4			,	1		4 1		 				
						с		ı.			,	 	 -		1	Α.

. Holders of Incentive Awards Issued to Current and Former Directors and Employees of Liberty Interactive Corporation

. Kelly King, Director, Financial Reporting

Dear Director/Employee —

You are receiving this FAQ document because, as a current or former director or employee of Liberty Interactive, you may have received a grant of restricted shares, stock options or stock appreciation rights ("equity awards") related to Liberty Interactive Series A common stock (<u>LINTA Stock</u>"). From time to time, Liberty Interactive enters into corporate transactions or events that affect its outstanding common stock, including the LINTA Stock. In such cases, adjustments are made to all outstanding equity awards related to the LINTA Stock to preserve the benefits intended by those awards.

On August 8, 2012, stockholders of Liberty Interactive will be asked to vote on and approve a proposed transaction to create two series of a new tracking stock to be designated Series A Liberty Ventures common stock (the "LVNTA Stock" in See o Fro ud ttfes os.

awar(kingmo Ia gmased ti Ia ge 4: On Aythe," â

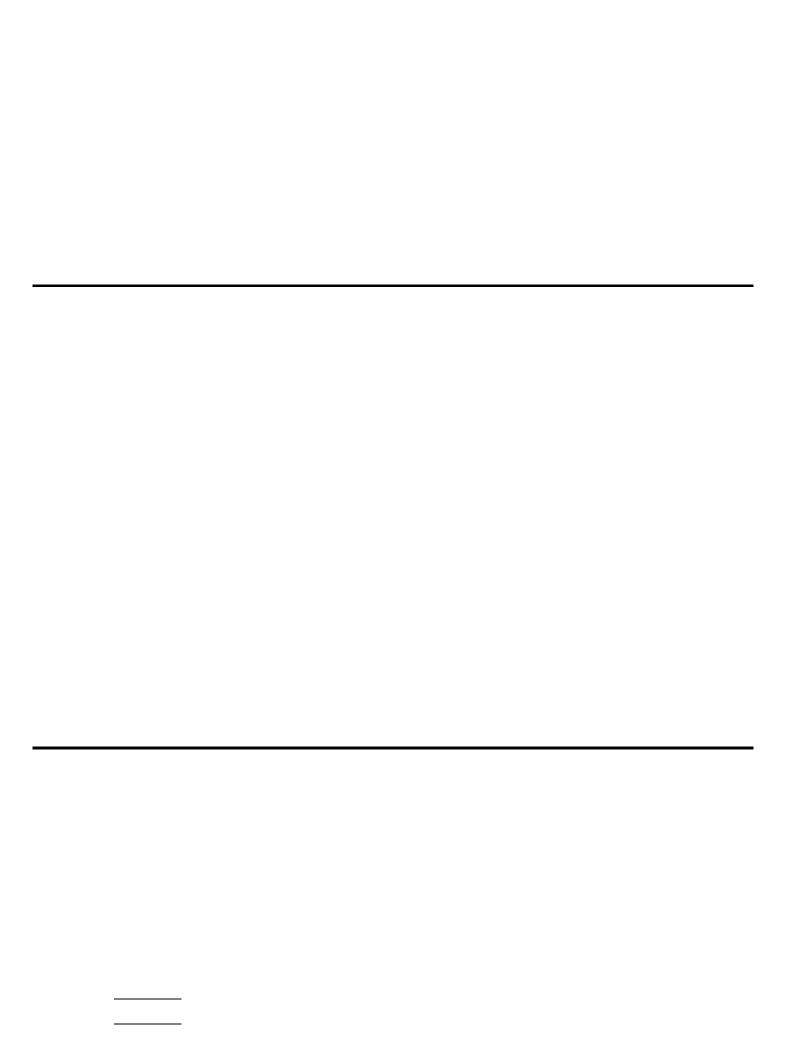
Đð 0

<mark>(</mark> А (б

(

ग्राष्ट

= ,



Nothing in the foregoing communication shall constitute a solicitation to buy or an offer to sell shares of Liberty Interactive's proposed new tracking stock or Liberty Interactive's existing common stock. The offer and sale of

shares of the proposed tracking stock will only be made pursuant to Liberty Interactive's effective registration statement. Liberty Interactive stockholders and other investors are urged to read the Form S-4 registration statement filed with the SEC, including the proxy statement/prospectus contained therein, because they contain important information about the issuance of shares of the proposed tracking stock. Copies of Liberty Interactive's SEC filings are available free of charge at the SEC's website (http://www.sec.gov). Copies of the filings together with the materials incorporated by reference therein will also be available, without charge, by directing a request to Liberty Interactive Corporation, 12300 Liberty Boulevard, Englewood, Colorado 80112, Attention: Investor Relations, Telephone: (720) 875-5408.

.....

The directors and executive officers of Liberty Interactive and other persons may be deemed to be participants in the solicitation of proxies in respect of proposals relating to the approval of the issuance of the new tracking stock. Information regarding the directors and executive officers of Liberty Interactive and other participants in the proxy solicitation and a description of their direct and indirect interests, by security holdings or otherwise, are available in the proxy statement/prospectus, which forms a part of the Form S-4 registration statement, filed with the SEC.