

## **Total Beauty Media Inc. Expands into Women's Lifestyle and Mobile Market with Acquisition of LimeLife**

### **Total Beauty Media Will Accelerate LimeLife's Audience and Monetization Growth**

**Santa Monica, CA (August 19, 2010)** – Expanding its leadership position into the women's lifestyle and mobile markets, Total Beauty Media Inc. (TotalBeauty.com), a USVP-funded company, today announced it has acquired LimeLife.com, the leading multi-platform female lifestyle and celebrity news site, which also features LimeLife's MySnaps™ social shopping service, all of which are available on the web and mobile.

Total Beauty Media, the web's fastest-growing premium beauty publisher, operates a suite of digital media properties including TotalBeauty.com, BeautyRiot.com, KateLuxe.com, ModernMan.com, and the Total Beauty Media Network. Total Beauty Media has grown rapidly since its founding in 2007. Now, with the addition of LimeLife's audience, Total Beauty Media ranks #6 among Beauty, Fashion, and Style Web properties, reaching over 3MM monthly unique visitors according to Comscore's June 2010 report. And among female lifestyle mobile web sites, Total Beauty Media now ranks #1 reaching over 2MM monthly mobile visitors.

LimeLife, a Red Herring Global 100 Company and IDC Wireless Player to Watch, is a leading innovator in the cross-platform digital media industry. By offering its services across multiple environments including the web, mobile, and iPhone, LimeLife.com provides its consumers, wherever they are, with the latest in celebrity news, fashion tips, and lifestyle information. In addition, LimeLife's MySnaps social shopping service allows consumers to create, share, and shop from their own personal shopping wish lists via the web and mobile.

"We are excited to expand Total Beauty's offerings into the female lifestyle, mobile, and social shopping markets," said Emrah Kovacoglu, founder and CEO of Total Beauty Media Inc. "By combining LimeLife with our other digital media properties, we continue to create a powerful and scalable digital media company. We will now be able to connect our sizable audience with the brand advertisers who want to reach these women wherever they are -- at home, at work, or on-the-go. LimeLife's unique capabilities in reaching women on mobile are especially interesting to the future of marketing and commerce. We intend to build upon this foundation to provide women and brands with unique mobile content and advertising opportunities."

"We're thrilled to become a part of the Total Beauty Media family with its ability to monetize at three times the industry average, reach millions of female readers, and produce engaging premium content," said Kristin McDonnell, CEO and Co-Founder of LimeLife. "Total Beauty will help accelerate LimeLife's audience growth and expand our strong advertiser base to include even more consumer brands."

Total Beauty Media's significant partnerships with consumer packaged goods companies put Total Beauty in a unique position to realize the revenue growth forecasted for the online and mobile advertising markets. With women controlling over 85% of household spending, and more of women's time being spent online, digital ad spend from consumer packaged goods companies is forecasted to grow faster than any other industry, to \$3 billion in 2014 (source: Forrester). In addition, each month, almost 30MM U.S. women access the mobile web, which puts the women's mobile market in position to capture a significant share of the \$1.6B in mobile ad budgets forecasted for 2013 (sources: Nielsen, eMarketer).

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#### **About Total Beauty Media, Inc.**

Founded in 2007 and venture-backed by USVP and Wallington Investments, California-based Total Beauty Media, Inc., operates [TotalBeauty.com](http://TotalBeauty.com), home of the largest database of independent, unbiased [beauty](#) product reviews for women. TotalBeauty.com features hundreds of thousands of user-generated reviews spanning more than 45,000 products, including most known prestige, mass-market, salon and spa products. In addition, the site publishes daily editorial coverage of [hairstyles](#), beauty news and [makeup](#)

trends, including TotalBeauty.com TV -- its immense library of beauty how-to videos. TotalBeauty.com and its network of beauty bloggers and beauty-related sites collectively generate more than 6 million monthly unique visitors. Total Beauty's other media properties include [BeautyRiot.com](http://BeautyRiot.com), [LimeLife.com](http://LimeLife.com), [KateLuxe.com](http://KateLuxe.com), and [ModernMan.com](http://ModernMan.com).

**About LimeLife, Inc.**

LimeLife, a Red Herring Global 100 Company based in San Francisco's Bay Area, is the leading multi-platform digital media company serving the women's market. Focused at the intersection of entertainment, community, and shopping, LimeLife is dedicated to creating fresh and smart experiences most relevant to 25- to 44-year-old savvy women. LimeLife's multiple digital platforms include the [desktop Web](#), [mobile Web](#), [iPhone](#), [Facebook](#), and [Twitter](#). LimeLife's [MySnaps](#)<sup>TM</sup> social shopping community expands LimeLife's high quality experiences to include unique iPhone features. LimeLife is funded by USVP, Rustic Canyon Partners, Core Capital Partners, Monitor Ventures, and i-Hatch Ventures. For more information, visit [www.limelife.com](http://www.limelife.com).