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TotalBeauty.com Partners with the Beauty Blog Network Creating the Largest Online Beauty Community Available to Brands *Community currently reaches more than two million consumers*

Los Angeles, Calif., August 2008 –TotalBeauty.com (www.totalbeauty.com), the most comprehensive online beauty resource for women, is enjoying growing support from the most credible source of beauty information and advice available to women today – the beauty blogging community. TotalBeauty.com has partnered with the Beauty Blog Network, a by invitation-only online blog community which includes more than 100 of the Internet's most popular beauty bloggers. Together, they create the single largest beauty blog network to date.

"We're proud that TotalBeauty.com's unbiased beauty advice and sales-pressure-free environment is being recognized by this well-respected beauty blogger community," says Kristen Nelson, VP of Business Development for Total Beauty Media, Inc. "TotalBeauty.com provides these individual bloggers with access to the biggest, most well-known brands, many of which were previously unavailable to them, and in turn they are allowing us to expand the resources we offer to our users; it's a natural partnership."

Beauty Blog Network founder and celebrity makeup artist, Elke Von Freudenberg, always held the belief that beauty deserved as big a forum as fashion – a belief that inspired her to create an entirely new platform for beauty discussions and information sharing. Showcasing the best beauty blogs on the web for glamour girls and makeup lovers around the world, a blogger's inclusion in the highly regarded Beauty Blog Network is by referral or invitation only.

"I am honored to be able to connect our wonderful bloggers in The Beauty Blog Network with the vision and reputation of Totalbeauty.com says Ms. Von Freudenberg. "Since founding the network in January 2007, I have been searching for a partner who shares the same vision, passion and excitement that I look for in my beauty blog members. TotalBeauty.com gets it, and I look forward to our partnership providing more women with more information, more inspiration and more beauty every day."

TotalBeauty.com has already established several programs and hosted numerous events in support of its beauty bloggers. The Web site's "Sneak Peek" program, launching later this year, will provide bloggers with a new and

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coveted opportunity – the chance to try out and review beauty products before they hit store shelves.

TotalBeauty.com also hosted exclusive beauty blogger summits recently in both New York and Los Angeles for the members of its expanding blogger community. These summits included exclusive “backstage” tours of prominent beauty brands such as Intelligent Beauty, Kate Somerville, Anastasia of Beverly Hills and Murad. TotalBeauty.com’s relationship with well-established beauty brands is the key to providing insider access to exclusive brand presentations and new products. Rachel Brown of *Women’s Wear Daily* (WWD), often described as the “fashion bible”, covered the recent TotalBeauty.com L.A. Blog Summit. In her feature story, she announced that the evolution of beauty bloggers from “detached commentators to industry insiders” is complete.

About TotalBeauty.com

Founded in 2007 and venture capital backed, Total Beauty Media, Inc. operates TotalBeauty.com, which publishes the largest unbiased catalog of beauty products online for women. Launched in December 2007, TotalBeauty.com already features more than **140,000 user-generated product reviews** covering more than **32,000 beauty products**, including most-known prestige, mass-market, salon and spa products. The site also includes features such as a ‘Beauty Scout’ tool which gives users the option to customize the site and generate personalized product recommendations. ‘TotalBeauty.com TV’ is filled with hours of helpful and entertaining how-to videos that offer easy-to-achieve beauty solutions. Finally, its ‘Community’ resource enables women to share their opinions and connect with other women who have similar beauty issues and questions. TotalBeauty.com and its community of more than **140 beauty bloggers and beauty-related sites** collectively generate more than **2.2 million monthly unique visitors** currently.

About the Beauty Blog Network

Celebrity Makeup Artist Elke Von Freudenberg always felt that beauty deserved as big a forum as fashion enjoyed. Inspired by this belief, Ms. Von Freudenberg founded a network for glamour girls and makeup lovers around the world showcasing the best beauty blogs online today – the Beauty Blog Network. From age-defying skincare to shiny nail polish in the hottest hue, spa essentials, bubbly bath and body supplies, insider makeup tricks to beauty product reviews, each site in The Beauty Blog Network offers something special, with information from beauty professionals and aficionados alike. Most blogs are updated daily, featuring links, pictures and product information. The Beauty Blog Network keeps every woman up-to-date in the ever-changing world of beauty. Inclusion in the network is by referral or invitation only, and it is carefully monitored to ensure only the best blogs become a part of the community. The complete list of blogs in the Beauty Blog Network can be found here: www.beautyblognetwork.com/beautynetwork.html. For more information on the Beauty Blog Network, please visit: www.beautyblognetwork.com.