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Total Beauty Rises to #1 For Time Spent By Women On Beauty and Fashion Sites

comScore October Data Highlights Total Beauty's Success In Surpassing Traditional Media Companies As Measured By Time Spent Per Visit And Overall Traffic.

Los Angeles, CA, November 18, 2009 –According to comScore* data (released Nov 2009), Total Beauty is successfully reaching and engaging with its female audience. Women are showing their satisfaction by spending on average 3.6 minutes per visit learning about beauty news and trends, conversing around product reviews, and making informed purchase decisions. This data confirms that consumers are spending more time on Total Beauty Media sites than on any other beauty/fashion sites including top publications' websites such as Elle.com, Instyle.com, Glamour.com, or Cosmopolitan.com. In addition, Total Beauty Media, Inc. also announces that its sites are now the fourth highest trafficked among all beauty/fashion sites on the Internet including those mentioned above. Total Beauty's current position at #4 among all beauty/fashion sites demonstrates a steady climb from the #6 spot it occupied in September 2009.

"It's very exciting to see that women are voting with their time and attention – it demonstrates that Total Beauty has the most interesting beauty content on the web," said Total Beauty Media CEO Emrah Kovacoglu. "For the past two years, we've focused heavily on understanding our audience so as to be a valuable online beauty resource for women - one that they can trust. The latest comScore data confirms we're achieving that goal, and motivates us to continue to improve."

Consumers and marketers embrace Total Beauty as a platform that serves both audiences. In addition to its consumer content, Total Beauty Media distributes a monthly business-to-business newsletter called the Total Beauty Insider "TBI." TBI is geared toward beauty brands, agencies, and retailers and is packed with consumer research, *Brand's Share of Audience* and *Brand Performance* reports. The TBI newsletter can be found at <http://www.totalbeautymedia.com>

About Total Beauty Media, Inc.

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Founded in 2007 and venture-backed, Total Beauty Media, Inc. operates 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 beauty news and trends, including TotalBeauty.com TV -- its immense library of beauty how-to videos. 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 180 beauty bloggers and beauty-related sites collectively generate more than 4.2 million monthly unique visitors.

*comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence.

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