

Emrah Kovacoglu to Receive Ellis Island Medal of Honor
Total Beauty Media Group CEO recognized for personal and professional achievement

Santa Monica, Calif., April 24, 2012 – The National Ethnic Coalition of Organizations (NECO) will present Emrah Kovacoglu, CEO and Founder of Total Beauty Media Group, with an Ellis Island Medal of Honor Award.

NECO was founded on the conviction that diversity of the American people is what makes the nation great. The organization's mission is to honor and preserve this diversity and to foster tolerance, respect, and understanding among religious and ethnic groups. Each year, NECO presents the Ellis Island Medals of Honor to pay homage to the immigrant experience and to recognize the personal and professional achievements of the individuals who help preserve the richness of their particular heritage.



Emrah Kovacoglu was born in Istanbul, Turkey and immigrated to the United States at age 4. He earned his Bachelor of Science degree in electrical engineering from Rensselaer Polytechnic Institute. Following a successful decade in digital and consumer marketing at Procter & Gamble, Kovacoglu founded Total Beauty Media Group in 2007. He launched the publishing group with the flagship website, TotalBeauty.com, and subsequently acquired two additional digital properties for women, and founded a fourth site geared toward men. In just five years, Kovacoglu has grown the business to 50 employees and the properties to 160 million visits annually.

Kovacoglu is an active member of the Turkish American community, with involvement in the Southern California Turkish American Association and the Mediterranean Executives Group.

“Emrah is a strategic businessman and successful entrepreneur who is leading innovation in the media industry. He’s a valued member of the community, and a true role model for Turkish Americans and entrepreneurs alike,” said Mike Mustafoglu, Founder & Chief Investment Officer of TransGlobal Financial Services LLC. In 2002, Mustafoglu, who nominated Kovacoglu, became the first American citizen of Turkish and Turkish Cypriot heritage to receive the Ellis Island Medal of Honor.

Notable recipients of the Ellis Island Medal of Honor include: six Presidents of the United States, members of Congress, Nobel Prize winners, prominent scientists, distinguished businessmen such as Rupert Murdoch and Dr. Oz, and outstanding military heroes such as Generals Norman Schwarzkopf and Colin Powell, among many more. The Ellis Island Medal of Honor presentation ceremony will take place on May 12 on Ellis Island.

About Total Beauty Media Group

Founded in 2007, Total Beauty Media Group 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, an immense library of beauty how-to videos.

Total Beauty Media Group’s portfolio of digital beauty, health, and lifestyle media properties include: TotalBeauty.com, BeautyRiot.com, LimeLife.com, and ModernMan.com. Total Beauty Media Group is backed by USVP and Wallington Investments and based in Santa Monica, Calif. For more information about Total Beauty Media Group, visit TotalBeautyMedia.com.