



Total Beauty Media, Inc Named as Finalist for 2013 Red Herring Top 100 North America Award

Santa Monica, California, May 22, 2013 – Total Beauty Media, Inc. announced today it had been selected as Red Herring's Top 100 North America award, a prestigious list honoring the year's most promising private technology ventures from the North American business region.

This is Total Beauty Media, Inc's first year as a Red Herring finalist, an award given to the most exciting and promising start-ups and "scale ups" since 1995. Finalists are still evaluated individually from a large pool of hundreds of candidates based across North America. Twenty major criteria underlie the scoring and process. They include, among others: the candidate company's addressable market size, its IP and patents, its financing, the proof of concept, trailing revenues and management's expertise. Each company goes through an individual interview after filling out a thorough submission, complemented by a due diligence. The list of finalists often includes the best performing and prominent companies of that year.

"We're always thrilled to be recognized for the investments we've made to build a company we believe in," says Emrah Kovacoglu, Founder, President and CEO of Total Beauty Media Group. "To be part of such a unique and talented pool of eager professionals is exciting and proves our efforts have really made a difference."

This unique assessment of potential is complemented by a review of the company's actual track record and standing, which allows Red Herring to see past the "buzz" and make the list a valuable instrument for discovering and advocating the greatest business opportunities in the industry.

"The finalists list confirms the excellent choices made by entrepreneurs and VCs and the start-ups' solid roots in corporate America, embracing their innovations," said Alex Vieux, publisher and CEO of Red Herring. "By all metrics, it emphasizes the United States' entrepreneurial excellence."

Finalist selections for the 2013 edition of the Red Herring 100 North America award are based upon technological innovation, management strength, market size, investor record, customer acquisition and financial health. During the several months leading up to the announcement, hundreds of companies in the fields of security, Web 2.0,

software, hardware, life sciences, cloud, mobile and others completed their submissions to qualify for the award.

For more, visit TotalBeautyMedia.com or follow on Twitter (@TBM).

About Total Beauty Media Group

Total Beauty Media Group operates TotalBeauty.com, home of the largest database of independent, unbiased beauty product reviews for women. Founded in 2007, TotalBeauty.com features hundred of thousands of user-generated reviews, spanning more than 55,000 products, including well-known prestige, mass-market, salon and spa products. In addition, the site publishes daily editorial coverage of beauty news and trends.

Total Beauty Media Group's portfolio of digital beauty, health and lifestyle media properties includes: TotalBeauty.com, BeautyRiot.com, LimeLife.com and ModernMan.com. Total Beauty Media Group is backed by USVP and Wallington Investments and headquartered in Santa Monica, Calif with offices in New York. For more information about the company, visit TotalBeautyMedia.com.