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SHOP IT TO ME EXPANDS INTERNATIONALLY
WITH THE LAUNCH OF SHOPITTOME.CO.UK

San Francisco, CA—March 30, 2010—Shop It To Me, the popular personal shopper for clothing sales, is expanding internationally with the launch today of a dedicated Web site and service for shoppers in the United Kingdom.

Shop It To Me is a free service that alerts more than 3 million members to sales of fashion from the best online stores. Working with a mix of more than 100 department stores, specialty stores, regional boutiques and fashion-focused e-commerce sites, Shop It To Me offers members access to the best sales on the clothing, shoes and accessories they want in the sizes they need. Members also receive exclusive discounts, free shipping codes, “flash sales,” information about friends and family sales and special promotions.

Shop It To Me UK launches with over 50 top retailers catering to UK shoppers, including Matches, my wardrobe, Net-A-Porter, theOutnet, ASOS, Kurt Geiger, Browns Fashion, Topshop, Jaeger and French Connection. Beginning today, shoppers in the United Kingdom can sign up for personalized editions of Salemail at ShopItToMe.co.uk. In addition to featuring merchandise for UK-focused retailers, shoppers will be able to select UK clothing sizes and see prices in British pounds. Members will also gain access to exclusive discounts, secret promotion codes and VIP sale events available through Shop It To Me UK’s partners.

“Our international membership has grown significantly in the past few years—so we knew that our fun and personalized approach to online shopping resonated beyond U.S. borders,” said Charlie Graham, Founder and President of Shop It To Me.

“The UK is a logical choice for our first overseas launch,” he added, noting that thousands of UK shoppers have signed up for American versions of Shop It To Me. “The UK is the most developed online market in Europe. “What’s more, fashion retail Web sites are now reported to be the top online shopping destinations in the UK, which makes this the perfect time for Shop It To Me to launch a UK site.”

“I’m delighted that Shop It To Me is launching a site just for the UK,” said Emily Bryson, a Edinburgh-based teacher who signed up for Shop It To Me in fall 2008. “It feels like you have a private and personal sale coming straight to you every day! It’s told me about so many great bargains on merchandise I want—but cross border shipping deterred me from making more purchases. Now I can shop to my heart’s content.”

Graham noted that the new UK site is just the first one in Shop It To Me’s planned international expansion. “To be true to our mission of providing the most personalized online shopping service, we know we must develop dedicated offerings that respond to local market needs. We are in the process of building the relationships and technologies needed to expand our service to other geographies.”

Shop It To Me went live in the U.S. in Fall 2005 and quickly attracted both shopper-members and retail partners. Membership grew by 250% in 2009—making Shop It To Me's subscriber base of 3 million+ larger than any of the U.S.-based sample sale sites. During 2009, Shop It To Me also signed 20 new retail partners—including theOutnet, Tory Burch and Kate Spade—and built out the list of designers and brands for which it can source sales to over 700.

About Shop It To Me:

Shop It To Me (www.shopittome.com) is a free online personal shopper for clothing sales. It lets members know when brands they love get marked down in their sizes on the Web sites of leading department stores, specialty stores and online retailers. Shop It To Me scours Web sites of more than 100 leading retail partners to find out what's on sale and then sends members personalized communiqués (SaleMail™) featuring product images, pricing and links for the designers and sizes each one cares about. Founded in 2004 by Charlie Graham, a serial entrepreneur and avid sale shopper, Shop It To Me is privately held and headquartered in San Francisco.

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