

## **SHOP IT TO ME DEBUTS REDESIGNED SITE WITH ENHANCED PERSONAL SHOPPER FEEL**

—Stylish new look complements behind-the-scene upgrades that create VIP experience—

San Francisco, CA— June 1, 2010—Shop It To Me, the popular personal shopper for clothing sales, today unveiled a redesigned Web site with more than just a new look: technology enhancements offer a unique “personal shopper” experience for members.

Responding to suggestions from both members and retail partners, Shop It to Me is implementing major Web site changes:

- A stylish new look utilizing designer-like illustrations better reflects the fashion-focused audience who subscribes to the service, as well as Shop It To Me’s upscale retail partners and high caliber merchandise.
- With enhanced recommendation technology, Salemail will be even more like having a personal shopper—someone who can select the perfect items, notify the shopper of relevant sales—making the experience effortless for the time-starved style maven.

“Our Web site has looked the same since it launched four years ago,” says Charlie Graham, CEO and founder. “While the original site works well for millions of shoppers—in fact, we are currently recommending more than two billion products to our three-plus million subscribers every month—we recognized that it was time to take it to the next level.

“We think this redesign not only enhances our style and matches the quality of our best-in-class partners, but also makes the shopping experience more fun,” Graham added, “all the while staying true to our mission of being the free online personal shopper.”

While the visible parts of the Web site now have more of a designer feel, it is the “back-end” of Shop It To Me’s redesign that is most powerful. Tools like collaborative filtering, using preferences of millions members, coupled with individual preferences, will enable Shop It To Me to better pinpoint specific items each member will love.

Shop It To Me will continue to provide regular Salemail alerts, notifying members when their favorite brands go on sale in their sizes, but with significant improvements. New “smart” technology will make the alerts even more focused and relevant for the individual shopper, and new tools also will make it easier for members to update their preferences.

The enhancements will be phased in over the next several months, but, Graham notes “this is just the beginning of a number of new changes we expect to add to the service. So stay tuned!”

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