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### CELEBRITY STYLIST ANNIE LADINO JOINS SHOP IT TO ME AS CHIEF STYLIST

San Francisco, CA, June 13, 2011, Shop It To Me, the popular personal shopper for clothing sales, has engaged celebrity stylist and fashion editor Annie Ladino as a contributor to its site and style advisor to its four million members.

Ladino will work with the Shop It To Me marketing and product team to provide style and trend guidance to members, curate Deal of the Day picks in its personalized Salemail communications, contribute posts and videos to the site's blog and serve as an ambassador within the fashion community.

A rising star in the fashion world, Ladino's personal clients include Julia Roberts, Brooklyn Decker, Becki Newton and Erin Andrews.

"I've been hooked on Shop It To Me since last summer when I first started using it," says Ladino. "Salemail is the indispensable tool I look at daily to find unique pieces I want for myself and my clients. I'm excited about this opportunity to share the secret."

"We are thrilled to be bringing Annie on board," said Tamra Feldman, Shop It To Me's Marketing Director. "Annie's curatorial eye will make the items we highlight in Salemail even better and her insider position will take our members behind the scenes of her fashionable life."

Ladino brings 10 years of fashion experience to Shop It To Me. Ladino moved to New York City at 18 to study at FIT, and soon was working as a stylist's assistant. She went on to collaborate with Joe Zee, Creative Director for Elle, and helped dress celebrities for more than 30 cover shoots.

With over 4 million members, Shop It To Me is one of the most popular and personalized engines for buying clothing online. With more than 200 retail partners and 800 brands for which members can find sales—the site is an indispensable tool that changes the way people shop. Salemail is completely customized to each member's needs, delivering them their favorite brands in their size.

#### **About Shop It To Me**

Shop It To Me ([www.shopittome.com](http://www.shopittome.com) and [www.shopittome.co.uk](http://www.shopittome.co.uk)) is a free personal shopper for clothing sales. It lets members know when brands they love go on sale in their sizes at a diverse mix of department store sites, specialty retailer sites and fashion-focused online stores. Shop It To Me scours Web sites of more than 200 retail partners to find out what's on sale and then sends members personalized editions of SaleMail™, featuring product images, pricing and links. 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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