

**SHOP IT TO ME REINVENTS PERSONALIZED SHOPPING
WITH THE LAUNCH OF SHOP IT TO ME THREADS**

November 12, 2012, San Francisco, CA—Shop It To Me, the online personal shopping assistant with more than 4 million subscribers, has unveiled Shop It To Me Threads (www.shopittome.com/threads), a new site that will change the way people shop. Shop It To Me Threads is a breakthrough in personalized shopping, enabling clothing shoppers to customize their shopping experience and create an individualized landing page to which they can return daily for the latest updates in their personal shopping world.

Like a great personal shopping assistant, Shop It To Me Threads lets shoppers follow anything apparel-related they care about--any fashion trend, designer, brand, retailer, type of item, expert-curated list or combination of facets--as a Thread. More than 10,000 combinations are possible. In addition, shoppers can set a maximum price on each Thread--such as "Michael Kors Bags and Shoes under \$250," "Pencil skirts under \$100," "Celeb stylist Annie Ladino's faves" or "Best of J. Crew sale under \$150."

Shop It To Me updates each member's Threads daily with the best item matches from more than 150 leading online retailers, including department store sites, specialty retailer sites, online boutiques and outlets. When users visit their Threads landing page, they get a personalized snapshot of what's new and notable that day, including new markdowns, deep discounts or unusual amounts of inventory on things they love.

Shoppers can keep preferences fresh by adding or removing Threads with one click, changing a Thread's criteria such a maximum price, and getting suggestions for other Threads that are popular among members with similar tastes.

"Retail's best shopping associates don't just watch you from afar and then guess what you want, nor do they ambush you with what your mom or friend just bought," said Charlie Graham, founder and CEO of Shop It To Me. "The best personal shoppers invest in knowing you

individually, so they can cherry-pick just those items you really want to see. Shop It To Me Threads succeeds because of our focus on ‘getting you’ as an individual.”

“While we’re just in the early days of Threads’ potential as a personal shopping platform, we’re excited to make it available in public Beta for holiday 2012,” added Graham. “It’s an indispensable tool shoppers can use to save them the work of digging across multiple sites to find what they want, and gives them a place to check daily for a snapshot of what matters to him or her personally.”

Shop It To Me Threads leverages eight years of experience as a leader in personalization building products that center around responding to shoppers’ explicit preferences, rather than guessing what they might like. Early next year, Shop It To Me will expand Threads by adding new features and functionality, categories, as well as full-priced merchandise.

To try Threads, visit shopittome.com/threads. Current Shop It To Me members should log in so their existing preferences are taken into consideration. New members can select their gender to get started. For overview videos or more about How It Works, visit shopittome.com/threads/about or shopittome.com/threads/howitworks.

About Shop It To Me

Shop It To Me (www.shopittome.com and www.shopittome.co.uk) is a personal assistant for shopping. Its Salemail product lets millions of shopper-members know when brands they love go on sale in their sizes at 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 provides members with personalized alerts 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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