



For Immediate Release:
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Store Adore
A personalized guide to the best boutique shopping around the country and online

The Company: Store Adore (www.storeadore.com) is an online forum for passionate shoppers to *find* and *share insights and information* on fashion, beauty, home boutiques and specialty stores in the cities where they live, travel and online. Store Adore is both a practical resource for finding boutique shopping news and information and an online community where like-minded users can share their passion for shopping and receive special offers and communications from their favorite stores. While the core content of Store Adore is (non-sponsored) editorial, Store Adore offers retailers simple, creative, and cost-effective marketing opportunities for branding and driving sales from their target customers.

Product For Users: Millions of passionate female shoppers of all ages frequent boutiques and specialty stores online and on-land. They have unique tastes and styles; they talk shop(ping) with their friends and colleagues; and they view shopping as an *experience*—a perfect way to spend a Saturday afternoon. While existing shopping resources highlight *items* to purchase, only Store Adore offers women an interactive forum—complete with editorial and user-generated content—that focuses on *places* to go. Store Adore offers all of the following features:

- The **Store Adore database** contains over 2,400 store profiles of boutiques and specialty stores in women's fashion, beauty, accessories, and home in New York; Washington, DC; Boston, Los Angeles, and Baltimore. late June 2008, Store Adore will launch Chicago, Philadelphia, San Francisco, and other cities (including Dallas and Miami) Each featured store has been personally visited by an experienced fashion editor and has been profiled in a lively and engaging manner on its own store profile page, which also includes images, detailed store information, maps, user reviews, and more. The store database is easily searchable by multiple criteria.
- The **Store Adore Notepad** is Store Adore's proprietary shopping blog. While the store database is "timeless" in its approach, the Notepad is "timely" in its of-the-moment focus on engaging users around trends, shopping news, exclusive member offers, and more.
- The **Store Adore Shopper** is Store Adore's weekly email newsletter. Topics alternate between "insider" shopping editorial and exclusive deals provided by advertisers. Email newsletters are among Store Adore's most effective forms of communication with users—driving sales, keeping the site top of mind, and driving sales back to advertisers.
- **Custom Shopping Maps** allow users to personalize printable maps with Store Adore's featured stores or download maps that have been created by the editorial team, such as "Boutiques in Soho," or Scandinavian-Inspired Shops in New York."
- Users can interact directly with the Store Adore **Community** by creating their own shopper profiles, reviewing stores, participating in contest and giveaways, and choosing favorite stores.
- Users can take advantage of **Exclusive Discounts** provided by featured stores (an advertising opportunity).
- Other features include "real world" **Customized Shopping Experiences** lead by Store Adore editors and a shopping **discussion board**, **events calendar**, and **Facebook application** (upcoming).

Product for Advertisers: There are tens of thousands of boutique and specialty retailers throughout the United States and online. While these stores are actively seeking promotional opportunities, they cannot afford extensive print advertising; they do not have the time or resources to create and buy branded online advertising; and they are being increasingly priced out of paid search advertising. Store Adore provides these retailers with simple, targeted, cost-effective ways to reach target customers:

- The purchase of a **Sponsor Profiles** allows a featured store to enhance its presence on Store Adore and stand out from among the thousands of retailers on the site. Participating stores have access to Store Adore's interactive widget, which allows them to create their own ad by uploading a logo, photos, a searchable brand list, a message to users, and an **exclusive discount**, which is promoted on the homepage and through regular newsletters.
- Featured retailers have additional opportunities to participate in events, sponsor newsletters, and be featured in content syndication partnerships.
- Additional revenue sources include branded and white label content licensing and banner advertising from the company's partnership with Glam Media.

Competitive Advantage: Compared to existing media covering fashion and shopping, Store Adore is the only resource that matches small boutique retailers directly with target customers and provides comprehensive, multi-city editorial shopping coverage.

The Founders: Store Adore was founded by Meredith Barnett and Cristina Miller, childhood best friends and Harvard MBAs. Barnett, an obsessive shopper and former editor at *Lucky* magazine, oversees the creative and editorial side, while Miller, a former management consultant, oversees the sales and marketing side. Barnett and Miller conceived of the Store Adore concept based on their personal frustrations with the lack of available resources for shoppers visiting a new city or neighborhood, or shopping online. Sensing the similarities between passionate foodies and shoppers, they developed the business model for Store Adore based on successful recipe websites, which combine an editorial database with user-generated content and community and simultaneously provide a targeted venue for advertisers. Store Adore launched in February 2008 and is funded by angel investors.

Store Adore Featured Cities:

New York, Los Angeles, Boston, Washington D.C., Chicago, The Hamptons, Philadelphia