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Catherine and Wayne Reynolds celebrate the launch of Store Adore

**www.storeadore.com
A personalized guide to the best boutique shopping around the country and online
Launches in Washington DC**

February 26, 2008 - New York City, NY, - Meredith Barnett and Cristina Miller launch Store Adore (www.storeadore.com), a personalized web-based guide to exceptional boutiques on the trendiest streets across the country and online in Washington DC with a party hosted by Catherine and Wayne Reynolds at The Source.

Store Adore (www.storeadore.com) is an online forum for passionate shoppers to find and share insights and information on the very best shopping boutiques and specialty stores in the cities where they live, where they travel, and online. As both a practical resource and an online shopping community, Store Adore is a place where shoppers can discover new stores (or find out what's new with their long-time favorites!) and have the opportunity to talk shop(ping) with likeminded individuals.

Barnett, an avid (some might say obsessive) shopper and a former editor at *Lucky* magazine, would plan her vacations by crafting a careful list of every boutique she wanted to check out in a given city and then would diligently visit each one. Store Adore was inspired by Barnett's frustration with the fact that these lists were so hard to compile. Not only was the information difficult to obtain, but also there was no trusted resource to let her know if a visit was even worth her time and energy. Sensing a strong demand for a better shopping resource, she hatched the idea for Store Adore.

Meredith's editorial background is complemented by Cristina's business background. Miller, a former management consultant, had significant experience working with technology and retail companies. Her work required her to live in numerous cities around the world and within the United States. With each relocation, Miller would eagerly explore the local boutiques, and much like Barnett, was frustrated by the lack of resources for avid shoppers visiting a new city. While there were plenty of ways to find a top restaurant or gallery, there was nothing that would help her plan a Saturday shopping stroll. And when she shopped online from her desk (a convenient way to stay stylish when you're jetting all over the world), she was bored with the same old bookmarked sites. The launch of Store Adore was the perfect solution to these challenges, so after a day of engagement ring shopping (Miller is to be the maid-of-honor in Barnett's upcoming wedding), Barnett proposed the idea of Store Adore and Cristina said yes!

Store Adore's strong editorial content is supplied by locally-based writers who have their ears to the ground regarding their local shopping communities. The site is marked by a lively, insightful tone and well-researched, up-to-date information. Community features, including user profiles, mapping, messaging, and more, encourage interactivity. Featured stores can also interact with users on the site in a number of ways, including offering exclusive deals and posting photos and messages. Barnett oversees the editorial and creative side of Store Adore, while Miller oversees sales, marketing and finance. Both work on technology strategy, management and investor relations.

Barnett and Miller believe that shopping is an experience — that the thrill of browsing, searching, and discovering is often as much fun as the actual owning of whatever you're shopping for. There are countless resources that will tell you exactly what someone else thinks you should buy. Store Adore may not be able to resist making a few suggestions of its own, but what Barnett and Miller really want to do is to guide shoppers in the right direction so that they can enjoy the rush of finding exactly what is right for them.

Barnett and Miller believe that whether you're traveling to one of the Store Adore featured cities (New York City, Boston, Washington D.C., Los Angeles) or looking for something specific at home, or shopping online, it should be easy (and convenient) to find, map, and talk shopping.

Store Adore's goal is to cover the best boutiques — not every boutique* — and its writers have vetted each and every boutique for its selection, vibe, and customer service.

Store Adore Cities Launching June 2008:

San Francisco

Chicago

Philadelphia

Dallas

Miami

*Store Adore is not pay for play. Boutiques do not pay to be a part of Store Adore. Its editors make decisions on their own about what to feature on the website