

**TOTAL BEAUTY MEDIA, INC., THE LEADING WEBSITE FOR BEAUTY ADVICE AND UNBIASED PRODUCT REVIEWS, ANNOUNCES ACQUISITION OF TOP 10 BEAUTY SITE BEAUTYRIOT; ACQUISITION ENABLES BROADER REACH WITH CELEBRITY CONTENT.**

***Total Beauty also Closes Series C Funding to Continue Growth as the Web's Fastest-Growing Premium Beauty Network***

SANTA MONICA, Calif., March 20, 2009 – Total Beauty Media, Inc., ([www.totalbeauty.com](http://www.totalbeauty.com)) announced today the acquisition of BeautyRiot, Inc. ([www.beautyriot.com](http://www.beautyriot.com)), a beauty website providing women under 35 with virtual makeover tools, new hairstyles as well as celebrity news, advice and information. Total Beauty is the Web's leading beauty information company and fastest-growing premium Beauty network. Since 2007, it has provided compelling beauty advice and reviews covering hairstyles, skincare, makeup, anti-aging, body and more, and now reaches more than 4.2 million unique visitors a month. The company's database features more than 180,000 user-generated product reviews on 40,000-plus beauty products -- the largest on the Web today. The acquisition represents yet another milestone in the company's quest to bring the most comprehensive beauty information and advice to the widest audience.

"Over the last six years, the BeautyRiot team has built a valuable and high-traffic website that attracts a passionate user base perfectly complementary to the Total Beauty audience," said Emrah Kovacoglu, Chief Executive Officer of Total Beauty Media. "This partnership gives our advertising partners access to a younger audience that's very beauty-aware."

This acquisition comes as Total Beauty closes its Series C funding led by US Venture Partners. An affiliate of existing investor Wallington Partners also participated. The additional funds enable the company to aggressively grow its audience, its product offerings to consumers, and its services to advertising partners.

**About Total Beauty Media, Inc.**

Founded in 2007, venture-backed Total Beauty Media, Inc., operates TotalBeauty.com, home of the largest database of independent, unbiased beauty product reviews for women. Launched in December 2007, TotalBeauty.com already features more than 180,000 user-generated reviews spanning more than 40,000 products, including most prestige, mass-market, salon and spa products. In addition, it publishes daily editorial coverage of beauty news and trends, including TotalBeauty.com TV -- its immense library of beauty how-to videos. Finally, its 'Community' resource enables women to share their opinions and connect with other women who have similar beauty issues and

questions. TotalBeauty.com and its community of more than 180 beauty bloggers and beauty-related sites collectively generate more than 4.2 million monthly unique visitors.

**About Beauty Riot, Inc.**

Based in New Jersey, BeautyRiot.com is the leading celebrity hairstyles and beauty site on the Web. Popular featured stars include Ashlee Simpson, Hilary Duff, Nicole Richie, Eva Longoria, Lindsay Lohan, Jessica Simpson, Jessica Alba, Jennifer Aniston, Britney Spears, the Olsen twins, Jennifer Lopez and many more. The site provides advice and instruction on how to apply makeup, style hair and solve beauty problems. Visitors can submit their own beauty questions for BeautyRiot's beauty expert to answer online. The site is consistently in the top 10 beauty sites as measured by Alexa.com, a leading Web site rankings provider (an Amazon.com company). BeautyRiot.com is visited by over half a million women monthly.

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