SPARKREBEL WEBSITE UPDATE IMPROVES MEMBER EXPERIENCE

Fashion-Focused Site Builds On Successful Launch With New Features

NEW YORK, June 5, 2012 – SparkRebel, a fashion-inspired discovery and social shopping destination, today announced its most recent enhancements to http://www.sparkrebel.com. SparkRebel's enhanced look and feel aims to make joining, sharing and shopping on the site more seamless and includes easier navigation, an additional category and more intuitive interactive features.

Specific updates to SparkRebel's website are meant to benefit both visitors and existing members. For people that have not registered yet, dialog boxes highlight the advantages of creating collections and following favorite fashion brands. The newly added "promos" category allows all visitors to quickly browse and find the latest promotions, sales and online deal codes across multiple brands and events. Existing members can also now edit and delete their previous sparks and collections, as well as click through to view notifications when any of their sparks receive a comment or re-spark.

After a successful recent Beta launch, SparkRebel continues to grow its user base and establish relationships with brands from small indie designers such as Pretty Little Thing to large fashion retailers including Bag Borrow or Steal. The site is attracting visitors from all over the world, with the U.S. driving 54 percent of site visits, and the remainder being international. SparkRebel members are engaged with the platform and spent an average of 14 minutes on the site per visit during May 2012.

"SparkRebel members are the lifeblood of our site," said Liat Zarfati, SparkRebel's Product Manager. "Our website enhancements and new-fashioned features were based largely on feedback we received from users and reflect our ongoing commitment as a technology-driven company to innovate and fine-tune the site for the benefit of our members."

Zarfati added, "One of the primary ways the site has grown since we launched is through satisfied members who share the site with friends through their social networks. There's an inherent viral aspect to SparkRebel, and we believe our plan to stay focused and cater to the fashion and beauty niche allows us to deliver a more rich and user-friendly discovery and online shopping experience."

About SparkRebel
SparkRebel is about expressing your distinct style and stimulating others to discover and share theirs. Members find, capture and share products, pictures and blogs and add a personal touch to create a unique fashion identity. With more than 3,000 brands on the site, members are sure to experience the joy of encountering unexpected styles and buying their favorite items with ease. To join the style revolution and start sparking, visit http://www.sparkrebel.com and follow us @sparkrebel.