

SPARKREBEL LAUNCHES CELEBRITY, FASHION AND EVENT PHOTO STREAM

The latest celebrity, beauty and fashion-related photos are delivered to SparkRebel members within minutes

NEW YORK, September 18, 2012 –[SparkRebel](#), a fashion-inspired discovery and social shopping site, is now providing celebrity, fashion and entertainment-related photo streams, in near real-time, for inspiration, sharing and discovery by its community of members (Sparkers).

Sparkers follow events, or celebrity specific collections, and get relevant up-to-the-minute content on the latest street fashion, red carpet looks and more. Whenever a Sparker signs in, they see a stream of fresh content related to the celebrities and events they choose to follow. Fans no longer have to hunt through a myriad of sites or streams to find the photos of the celebrities, brands, or events they care about.

Photo streams are available during popular events around the globe. For example, for fans of London Fashion Week, hundreds of photos, with complete descriptions, are now just one click away. Most recently, a stream of the New York Mercedes-Benz Fashion Week has been featured on SparkRebel including backstage photos, front and center runway photos, after parties and celebrities. Global fashion events, major award shows, movie premieres and more are available for SparkRebel members to follow, comment and re-spark into their personal online collections.

SparkRebel already offers over 80 popular celeb streams, including Kim Kardashian, Rihanna and Taylor Swift and is adding more based on Sparkers' demands. Each celebrity stream includes the latest professional photos taken of that star, whether it be their latest look on the street taken by paparazzi or their latest premiere on the red carpet. Members pick and choose their favorite celebrities and get a daily stream of their latest appearances.

These features are made possible as a result of SparkRebel's partnership with Getty Images. Now, within minutes of a photo being taken by professional photographers around the globe, SparkRebel can share it instantly with its Sparkers.

"We are very excited about the work Sparkrebel.com is producing using our Connect Service" says Offir Gutelzon, Vice President, Business Development at Getty Images and PicScout co-founder, "It provides a unique experience for their users and it is great to see a social photo sharing site proactively crediting and compensating professional photographers.

Elad Baron, CEO of SparkRebel, added "We have taken another step helping our members stay up to date with the latest fashion trends from around the world. With the new streams, Sparkers don't have to search the web to find the latest celebrity, fashion and entertainment content. We're personalizing the experience, allowing members to see exactly the content they want, when they want it. One site now delivers them the highest quality images, full descriptions and community comments, all in a personalized stream."

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>