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NEW FASHION-FOCUSED WEBSITE ENRICHES DISCOVERY AND SHOPPING FOR BRANDS AND MEMBERS

Lets Fashion Lovers Express Their Style

NEW YORK, March 28, 2012 – SparkRebel, a fashion-inspired discovery and social shopping destination, today announced its beta release on <http://www.sparkrebel.com>. The initial launch allows members to discover and shop based on their personal fashion and beauty interests.

SparkRebel empowers fashionistas and casual visitors alike to ‘Spark’ i.e., collaborate and become a visual sounding board for like-minded people. The site is designed to replicate the fun and inspiration of browsing and buying with friends by removing traditional barriers to content organization and online shopping. Members organize and share collections, amongst 20 fashion categories, based on personal interests (from shoes and sunglasses to necklaces and nail polish), discover related content from around the Web, and purchase newfound must-have items with ease.

Fashion and beauty brands such as Unique Vintage and Bag Borrow or Steal have begun to leverage SparkRebel’s platform to engage consumers in a targeted and mutually beneficial way. SparkRebel provides brands with a stage to gain exposure for their individual products and an opportunity to be part of a consumer’s discovery and personal expression. Brands can also collect and organize articles and blogs about themselves from all over the Web for easy discovery and to extend the life of their brand content.

“Many consumers want a social interactive experience that makes discovery fun; search isn’t fun or entertaining,” said Elad Baron, CEO of SparkRebel. “One person’s fantasy is another person’s discovery, which becomes someone else’s purchase. We understand that while love of fashion unites our members, everyone has a unique flair, and SparkRebel harnesses these differences in a joyful way.”

Baron added, “The feedback we’ve received from fashion and beauty brands is extremely positive. What makes SparkRebel different is that it not only provides brands a personalized form of direct engagement with consumers, but it does so in an environment devoted exclusively to fashion and beauty.”

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 www.sparkrebel.com and follow us @sparkrebel.