

**LimeLife.com's Mobile Web Site Delivers
Most Engaged Female Audience to Mobile Marketers**

*Mobile Advertising Research Confirms that Women Engage
with Marketers' Messages on Mobile Phones*

Los Angeles, CA, February 24, 2011 - LimeLife.com, the leading multi-platform female lifestyle and celebrity news site today announced key findings showing that LimeLife's mobile web site at m.limelife.com delivers the most engaged female audience among female lifestyle mobile websites. LimeLife.com is owned and operated by Total Beauty Media, the Internet's premier beauty and lifestyle digital media publisher.

BrandinHand, a leading mobile media buying agency whose clients have included Procter and Gamble, General Mills, Best Buy and American Express, conducted a side-by-side performance comparison of the leading female lifestyle mobile sites and found that m.LimeLife.com was the overall best performer. "On average, we saw about a 40% lift in engagement from the Lime Life audience. With over two million mobile unique visitors, Lime Life is the only publisher able to deliver women in the scale many of our clients require and these visitors continue to maintain a high level of performance. As a result, it is a 'must have' mobile site on just about any mobile advertising initiative we lead targeting women," said Matt Doherty, Associate Media Director of BrandinHand.

The findings were based upon select consumer brands with mobile ad campaigns on m.LimeLife.com as well as on 17 other female lifestyle mobile websites over a 27 week period, which concluded on Dec 31, 2010. Each campaign used the same MMA standard mobile banner ad units which clicked through to the advertisers' mobile micro-sites.

Two key areas were identified in which consumers engaged more highly on the LimeLife mobile web site versus other female lifestyle mobile sites:

- Click-thru rates averaged 43% higher on Lime Life
- Depth of engagement (or page views post click) from Lime Life users was 37% than on the other female lifestyle mobile sites

"Mobile ad campaigns are becoming an increasingly important part of consumer brands' digital media plans. These results show that women respond to advertising messages surrounding the right content on mobile devices. Lime Life's mobile site happens to be the most effective way for advertisers to reach women via mobile devices," said Emrah Kovacoglu, CEO of Total Beauty Media.

"This research shows that mobile female consumers do click and engage with advertisers' mobile ad campaigns and micro-sites, but that all mobile sites are not created equal in delivering an engaged audience," said Ann Marie MacDougall, Vice President of Sales for Total Beauty Media, Inc.

About Total Beauty Media, Inc.

Founded in 2007 and venture-backed by USVP and Wallington Investments, California-based Total Beauty Media, Inc., operates TotalBeauty.com, home of the largest database of independent, unbiased beauty product reviews for women.

TotalBeauty.com features hundreds of thousands of user-generated reviews spanning more than 45,000 products, including most known prestige, mass-market, salon and spa products. In addition, the site publishes daily editorial coverage of beauty news and trends, including TotalBeauty.com TV -- its immense library of beauty how-to videos.

TotalBeauty.com and its network of beauty bloggers and beauty-related sites collectively generate more than 12 million monthly unique visitors. Total Beauty's media properties include BeautyRiot.com, LimeLife.com, and ModernMan.com.

About LimeLife, Inc.

LimeLife, based in Santa Monica and owned and operated by Total Beauty Media, Inc., is the leading multi-platform digital media company serving the women's market. Focused at the intersection of entertainment, community, and shopping, LimeLife is dedicated to creating fresh and smart experiences most relevant to 25- to 44-year-old savvy women. For more information, visit www.limelife.com.

Contact

Fiona Posell

Produce Communications

Fiona@producecommunications.com

310 740 7456