

Media Alert: Total Beauty Media and Break Media Partner to Launch New Website for Men, ModernMan.com

Today, March 31, 2010, Total Beauty Media, Inc., the web's fastest-growing beauty media and marketing company, and Break Media, the internet's premier entertainment community for men, have partnered to create a new destination site that caters to the male demographic: ModernMan.com. The site will focus on providing lifestyle guidance including grooming advice, style tips, and the latest product information and reviews to men who are driven, ambitious and want to win at life. ModernMan.com is for males 18-39 who want a competitive advantage with women, at work, and on the field and are seeking a resource to take them to the next level.

Home to the most comprehensive database of beauty product reviews on the Web, Total Beauty currently provides women free access to unbiased information on beauty products and also offers an array of marketing opportunities for beauty brands. This partnership enables Total Beauty to provide equally compelling, male focused content to Break Media's male demographic. Reaching more than 100 million men worldwide on a monthly basis, Break Media operates such branded properties as the funny video site Break.com, and the men's lifestyle site MadeMan, which offers tips for how a guy can 'live large.'

ModernMan.com will be jointly owned and promoted by both companies, and will be managed independently. The search for a general manager and editorial staff is currently under way.

"By combining resources and knowledge, we're enabling guys to have a go-to destination for information, tips and advice that is contextually relevant to their lives," said Emrah Kovacoglu, CEO of Total Beauty. "Total Beauty's 'beauty product and female' expertise coupled with Break's 'guy' expertise will give men the competitive edge in all aspects of their lives. We're confident that ModernMan.com will grab and hold our audience's attention."

"We're excited to partner with a leading company like Total Beauty to create another successful male-targeted property that will extend our reach even further to that audience," said Keith Richman, CEO, Break Media. "Guys want information on the latest grooming products, styles, and trends, and Total Beauty is an expert when it comes to product. Given Break's knowledge of men, this partnership is a natural fit."

The Total Beauty and Break Media teams will be collaborating on plans for the site over the coming months with an official launch date expected later this year. Advertisers are increasingly looking for properties online that squarely target this highly desirable demographic, and ModernMan.com will serve that need while providing quality original content to users.

About Total Beauty Media, Inc.

Founded in 2007 and venture-backed, 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 5 million monthly unique visitors.

About Break Media

Break Media is one of the largest entertainment properties and providers of content -- video, editorial, and games -- to men online. The company's branded properties (Break.com, CagePotato, MadeMan, Chickipedia, HolyTaco, ScreenJunkies, AllLeftTurns, and FileFront), combined with the publisher sites in the Break Media Network, reach more than 100 million men worldwide on a monthly basis. Break Media is currently the 39th-largest web property in the U.S., and it operates the seventh-largest video advertising network in that market. Break Media offers its advertisers a variety of unique marketing opportunities, helping those brands interact with the Break audience on a targeted, integrated basis using innovative ad formats. For more information, please visit <http://breakmedia.break.com/>.

Media Contacts

Fiona Posell
Produce Communications
Tel: 310.740.7456
Email: fiona@producecommunications.com

Meredith Kendall
Break Media
(o) 310.360.4141 x235
(m) 310.739.6867
(e) mkendall@break.com
http://www.twitter.com/break_media