

For Immediate Release

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**DEALNEWS LAUNCHES STYLENOTES, WEB'S FIRST DAILY GUIDE TO THE
BEST DEALS ON WOMEN'S CLOTHING, ACCESSORIES, AND MORE**

<http://www.stylenotes.com>

New York, NY (November 12, 2007) – Just in time for the holidays, women now have a smart new shopping buddy who knows where to get Marc Jacobs for less, how to match Scarlett's look on a stylish shoestring, and when to find the best prices on designer duds.

Launched today by bargain-hunting news leader dealnews.com, stylenotes (www.stylenotes.com) is the Web's first daily guide to the best deals on women's clothing, footwear, accessories, and more. The site also boasts original editorial features that bring a savvy, cost-conscious perspective to the latest runway news and trends.

Named one of the best services of 2006 by *PC World*, dealnews operates a network of six web sites dedicated to guiding consumers to the Web's best deals on everything from consumer electronics to designer shoes.

Unlike most fashion media outlets, whose coverage heavily favor advertisers, stylenotes reviews hundreds of deals every day and posts only those that pass the stylenotes test: Is it the guaranteed lowest price, is it sold by a reputable store, and is it actually worth it? Each deal on the site has been screened by the style notes editorial staff, a team of seasoned fashion, beauty, and shopping editors.

The result is an addictively comprehensive collection of deals, running the gamut from a \$450 Kate Spade hobo bag reduced to \$175 to Avon lip balm for 69 cents. Visitors can search by retailer or within categories such as apparel, handbags, and home & garden. To make great deals even better, the site helps shoppers take advantage of coupons, shipping offers, and online-only freebies.

In addition to providing readers with great holiday gift ideas – or just a bit of guilt-free self-indulgence – stylenotes offers special features (<http://stylenotes.com/categories/Features/485.html>) to help women get the most out of their shopping budget, including:

- **Take Note:** The latest scoop from the runways, reviews of beauty trends such as mineral makeup, and details on new product launches, always with an eye on the bottom line.
- **Get the Look:** A top-to-bottom guide to reproducing the looks of fashion icons like Mary Kate Olsen and Chloe Sevigny -- without breaking the bank.
- **Alerts:** To get the most up-to-the-minute deals, women can subscribe to email alerts letting them know when their favorite store has a sale or the handbag of their dreams gets marked down.
- **Hot Tips:** Members of the style notes community are invited to submit their own tips on great deals they've stumbled across themselves.

"Women today are more pressed for time and money than ever," said stylenotes editor Julia DiNardo. "Plus a lot of the coverage out there focuses on products that are out-of-reach and over-the-top, which can be incredibly frustrating."

DiNardo added: "We want to make shopping fun again by showing women that it's possible to look fantastic without going broke. We do the bargain-hunting and sales-searching so our readers don't have to."

"Our hope is that style notes can do for fashion-forward women what dealnews has done for gadget-obsessed guys," said dealnews founder and CEO Dan de Grandpre.

About dealnews.com, Inc.

dealnews.com, Inc. operates a network of six web sites that guide consumers to the best deals on consumer electronics, computers, men's apparel, and more. Its flagship site, dealnews.com, was named one of the best services of 2006 by *PC World*. Relying on its team of expert editors, reader intelligence, and proprietary research tools, dealnews.com showcases up to 100 of the top deals, coupons, and sales every day. Founded in 1997, dealnews is headquartered in Huntsville, Alabama with editorial offices in New York City.