

The background is a solid pink color with a pattern of diagonal lines. Scattered throughout are various sizes of dark pink stars. The logo is centered in the upper half of the image.

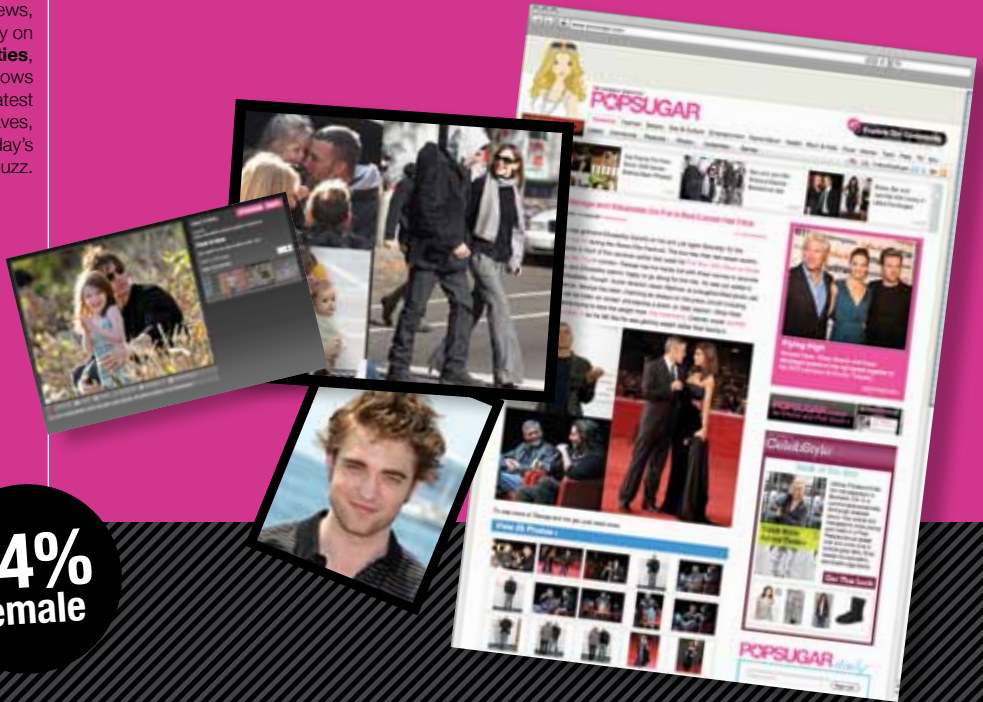
POPSUGAR[®]
M E D I A

Insanely addictive.

PopSugar Media is the online leader in original content and social media for trendsetting Y women. We help brands connect, engage, and be discovered by this influential generation.

Our celebrity and entertainment channel delivers up-to-the-minute photos, news, and commentary on the **hottest celebrities**, most popular TV shows and movies, the latest tech must haves, and today's **pop culture** buzz.

Celebrity & Entertainment



**94%
female**



Mobile

PopSugar editorial, community, ShopStyle, PopSugarTV, and Sugar Games — **all on the go.**



PopSugar TV

Original **video** content that extends the written words on the Sugar sites into fast-paced, visually appealing shows that feature the day's pop culture headlines, fashion, beauty, and entertaining how-tos, as well as other **women's lifestyle** interests.

Our fashion and beauty channel brings you the **hottest trends** and **shopping** must haves, beauty advice and how-tos, the latest **fashion** straight from the runway, and the inside scoop on the fashion industry.

Fashion & Beauty



78% Ages 18 – 34

26 Median age

88% College educated

70% Visit at least once a day

71% Influenced to purchase online

65% Influenced to purchase in store



ShopStyle

ShopStyle is the online equivalent of browsing the aisles of the world's most **fabulous store**, bringing together the most fashionable stores and the **best brands** in apparel, home decorating, and kids' products — all in one place.

Our home and family channel serves up the latest home decorating ideas and trends, attainable **fitness** advice and **motivation**, parenting tips and tricks, seasonal **recipes**, and fast and easy meal ideas.

Home & Family



13 million
unique users*

{ **50+** full-time editors }

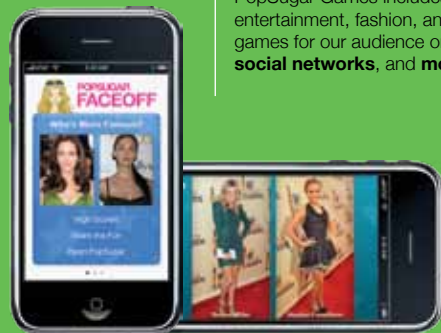


Community

The PopSugar Community is a place for our members to **create** and **share content**, meet new friends, and interact with the PopSugar editors.

Games

PopSugar Games includes **celebrity**, entertainment, fashion, and lifestyle games for our audience on our sites, **social networks**, and **mobile devices**.



*comScore, March 2010

popsugar.com
buzzsugar.com
geeksugar.com
tressugar.com

fabsugar.com
bellasugar.com
coutorture.com
fashionologie.com

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