

PEPPINON

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Unleash Your Inner Fashionista at Peppinon.com

Unique New Online Social Networking Site Focuses on Fashion to Celebrate and Connect Real-World Trendsetters

Cleveland, OH – Explore the real world of style at your fingertips at Peppinon.com, a new online social networking site that focuses on classic fashion choices, current design trends and everything in between.

As the only social networking site of its kind, Peppinon enables users to create “cliques,” showcase their personal style, rate the fashion choices of real people, connect with designers and view some of the hippest trends from around the world.

Peppinon was founded and created by members of the Pavlish family – including mom Ellen Darby, along with son John Pavlish, daughter-in-law Jennifer Pavlish and daughter Pepper Pavlish. The site officially launches on March 19th.

The central goal of Peppinon is to connect fashion enthusiasts from around the globe, and offer a platform to model their creative and cutting-edge style choices.

“We wanted to create a friendly space where people could show off their own distinct sense of style – while also connecting with old friends and making some new ones,” explains Jennifer Pavlish. “Peppinon is unique as it offers a comfortable forum for real people to have a dialogue, interpret fashion and showcase their personal style in new ways.”

Among its other features, Peppinon offers fun fashion polls, quizzes and an opportunity to win a coveted Peppi Award for those who possess the most fashionable and trend-setting styles.

And for others who need a little help in the closet, Peppinon offers a forum for users to discuss a range of style topics. Not sure whether trucker hats are still in? What about wearing denim-on-denim? Is it okay to wear pink with red? How about pairing navy blue with black? Just ask the Peppinon community.

Peppinon also features a forum on different fashion categories – from punk and Goth, to Rasta, clubbing, “large and loving it” and much more.

“In many ways, Peppinon is like a fashion democracy that is – and always will be – driven by its community,” adds Pepper Pavlish. “This is where real people have the opportunity to unleash their creativity and suddenly become models, stylists and designers by showcasing their wearable art.”

Along with connecting burgeoning fashionistas with each other through “cliques” and other forums, Peppinon also helps connect users with established designers from around the world.

Check out the hottest hues and coolest patterns at Peppinon’s exclusive designer section, where users can chat with designers and get a rare sneak peek into up-and-coming style trends.

As the only website of its kind in the world, Peppinon offers an unparalleled online fashion and social networking experience.

Join Peppinon.com today and unleash *your* inner fashionista.

- 30 -

Media contact:

Matt Koman
Discoverstars
Phone: 440.205.1909