

LimeLife

The Mobile Lifestyle Company

Kristin McDonnell, CEO
January 2007



Paradox

Inspiration can come
from unexpected places

A-ha!

WeightWatchers.com: Start Losing Weight Today! - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.weightwatchers.com/index.aspx

Search Web Search Favorites My Web Mail My Yahoo! Personals

Find a Meeting Help Log In

WeightWatchers.com

Home The Plan Food & Recipes Healthy & Fit Success Stories Community Marketplace

Watch Yourself Change™

Small changes in your life can mean big changes in your weight.

Find Out How

Weight Watchers Meetings

Coaching and real-life insights to help you lose weight and keep it off.

Learn More or Find a Meeting Enter zip code

Weight Watchers Online

Interactive resources to follow our plan step-by-step online.

Learn More or Sign Up Now

Weight Watchers TurnAround™

Choose the plan that fits you best

Bloomingdale's.com - Contemporary - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www1.bloomingdales.com/catalog/index.ogn?CategoryID=15118&PageID=1511*1*24*-1*-1*-16&w=Contemporary

SAVE 20% Enter AUTUMN At Checkout. Exclusions Apply. Find Out More.

Shop Bloomingdale's Sign In

MY BROWN BAG: 0 Items

bloomingdales

shop brands fashion for her shoes & accessories beauty his home kids shop catalogs sale & values

search go LOCATIONS EVENTS GREAT GIFTS GIFT CARDS BRIDAL REGISTRY

fashion for her contemporary

What's New Tops & Tees Blouses Sweaters Jackets Skirts Pants & Capris Leggings Active & Track Suits Suits Sale

the new view ▶ classic ▶ dresses ▶ cashmere ▶ denim ▶ outerwear ▶ swim ▶ intimate & hosiery ▶ special sizes ▶ fall trends ▶ sale & values

What's New	Tops & Tees	Blouses	Sweaters
Jackets	Skirts	Pants & Capris	Leggings
Active & Track Suits	Suits	Sale	

PLUSONEACTIVE::HOME PAGE - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.plusoneactive.com/

Search Web Search Favorites My Web Mail My Yahoo! Answers

Go 3 blocked Check AutoLink AutoFill

+1 active

MEMBER LOGIN PASSWORD GO

Home Expert Trainers Better Letter

SO EASY! \$995

GRAM FOR

\$9.95 Customized Workout Includes:

- Customized Weekly Workout Schedule
- Detailed Workout Plan
- Over 875 exercises
- Goal Tracking Wizard
- 24-hour Access
- Safe, Private, and Confidential

SHOW ME A SAMPLE PLAN

Don't Wait! A Fit + Healthier You is Only Weeks Away

GET STARTED TODAY!

puts you in control? Then you ve, you get a comprehensive ur fitness goals, on your workout.

blem! Whether it's at home orkout plan will get you the e of \$9.95!

rt Advice?

1 Expert Trainer to guide you ne support you need, 24- jo and an Expert Trainer with

LimeLife makes women's
lives easier and more fun...
through their cell phones

Overview

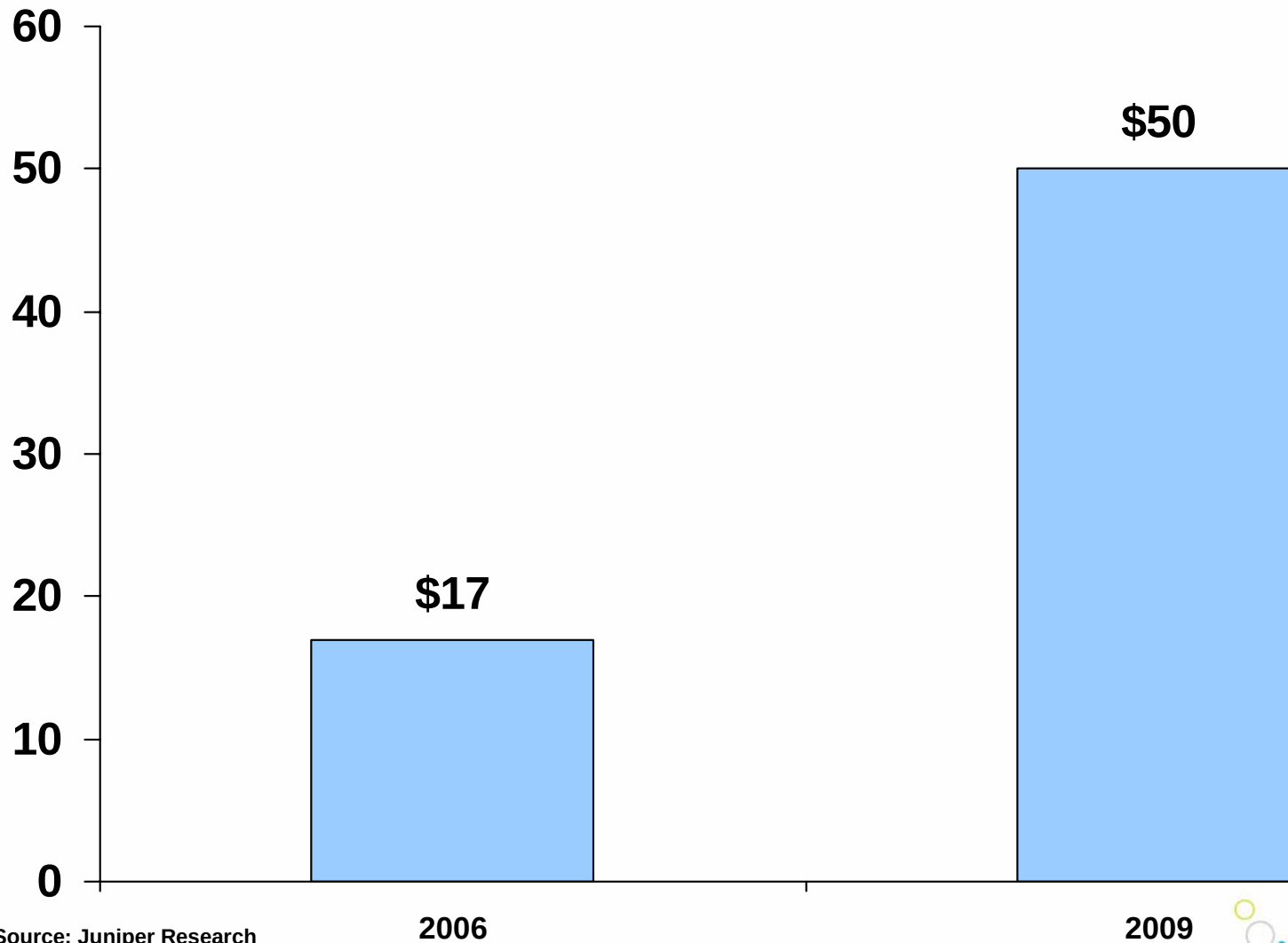
- Market Opportunity
- LimeLife Products
- Technology Platforms
- Sales and Marketing
- Mobile Advertising

Women's Media Drives Revenue

- Top 10:
 - Magazines (People, BHG, GH, Woman's Day)
 - Syndicated TV (ET, Oprah, ETW, Judge Judy, Extra)
 - Cable (USA, Discovery, Lifetime)
- Top 30:
 - Internet (iVillage =~ \$90MM annual revenue)
- Mobile is next

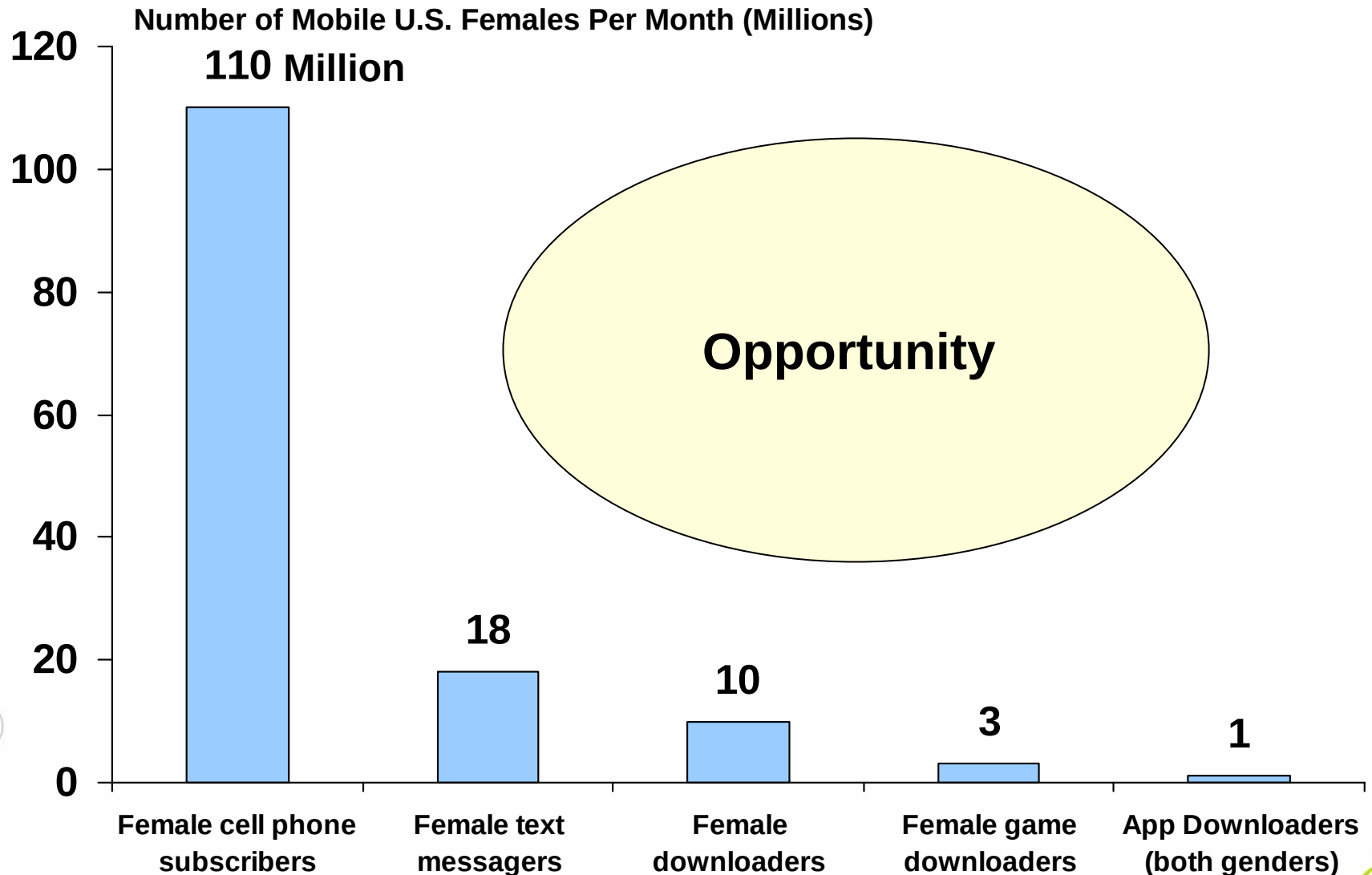
Mobile Consumer Software Market

\$ Revenue (Billions)



Source: Juniper Research

Grow Women's Use of Mobile Content



Source: @plan Summer 2006, M:Metrics; Telephia

Note: Mobile downloaders = downloaded any mobile content (e.g., ringtone, wallpaper, game)

LimeLife Web Site

LimeLife - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.limelife.com/home.php> Go

about us | help

step into the lime life

mobile games | lifestyle tools | fashion graphix | daily dose



in the spot light

Why should guys have all the fun? The women of LimeLife are in Newsweek! [Check it out.](#)



mobile games

Come on, let's play! [Games](#) are for girls and we have a bunch you'll love.



fashion graphix

Stylize your cell phone in minutes with the latest LimeLife [wallpapers](#).



newsletter

[Sign up](#) and get down with the latest in games, giveaways and tips for the on-the-go gal.



lifestyle tools

Simplify, de-stress and relax. Learn about LimeLife's tools for the [mobile lifestyle](#).

daily dose™

Let a quick text message to your phone become the best part of your day. [Sign up today](#)



winner's circle!

Winning is everything. Meet the [winners](#) of LimeLife's fab giveaways.

win this divine pochette from louis vuitton

You're invited to party with the ladies who launch! We're celebrating the launch of our new web site, two fresh games — [Girls' Night Out™ Blackjack](#) and [Hollywood Hangman](#) — and our stylish cell phone graphics.



launch party! giveaway

enter to win!

privacy policy | terms of use | contact us | site map | ©2006 limelife, inc.

Internet

LimeLife Games

elife.com - LimeLife - Microsoft Internet Explorer

Favorites Tools Help

Go 0 blocked Check AutoLink AutoFill Send to stacy

mobile games

- ▷ Girls' Night Out™ Blackjack
- ▷ Girls' Night Out™ Solitaire
- ▷ Hollywood Hangman
- ▷ Word Heaven™

Sign up and get down with the latest in games, giveaways and tips for the on-the-go gal.

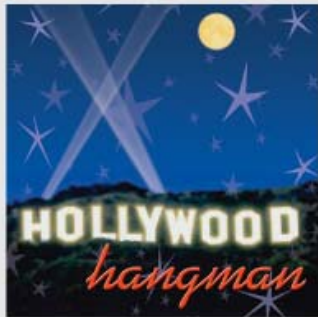
Have a fun and relaxing five minutes to yourself with LimeLife's casual card and puzzle games. When you're brilliant all day, it's good to give your brain a little break, don't you think?

Click on a game to learn more and how to download today.



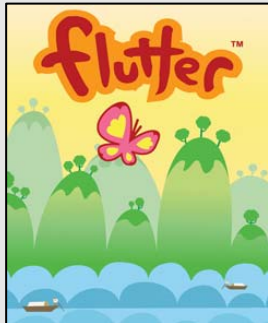
Girls' Night Out
Blackjack

Learn the classic casino table game — the easy, low-pressure way.

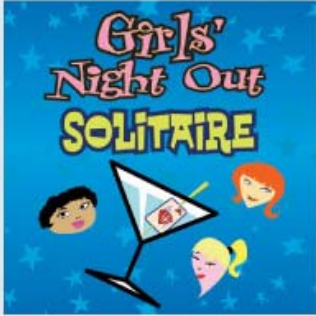


HOLLYWOOD
hangman

Uncover celeb-related words to advance to true mama-razzi status.



Flutter™



Girls' Night Out
SOLITAIRE

Klondike and Freecell, plus virtual gal



WORD
Heaven

Find words in a jumble of letters,

limeLife™

LimeLife Lifestyle Applications

LimeLife - Windows Internet Explorer

http://limelife.com/is_mobile.php

Live Search

step into the lime life

mobile games | lifestyle tools | wallpapers | text alerts

life style

▼ InStyle Mobile

InStyle | mobile

Your Personal Stylist

InStyle's mobile phone application is your on-the-go style news and shopping companion. Each day, wherever you happen to be, InStyle Mobile brings you new celebrity photos, the latest information about must-have fashion and beauty trends, and details on where to buy. Plus, you'll get coverage on the hottest parties, the Look of the Day, Hot Finds, Deals & Steals, and much more.

[View the Demo](#)

[Buy It Now](#)

InStyle Mobile Exclusives

InStyle star hair

« Jessica »



1 face 2 share 3 save 4 more

Star Hair

Choose a face shape that best matches your own and then try on star hairstyles. If you find a match you like, you can save it to show your friends--or even your stylist.

InStyle InStyle.com finds

Satin slingbacks shoe



1 details 2 share 3 save 4 del

InStyle.com Finds

Special links on the InStyle.com Web site let you send product pictures and details to your mobile phone.

life

dailydose™



Feel pretty every day with beauty-wise messages sent daily to your lovely cell phone.

Text **BEA** to **40443**



Be your best self and get your daily body-smart reminder on your slim and trim cell phone.

Text **FIT** to **40443**



Get all the love and sex advice you can stand every day on your cell phone.

Text **LOVE** to **40443**



You and baby will be so peaceful after every healthy-baby text message to your phone.

Text **BABY** to **40443**



Make every day a funny dog day afternoon with a text message sent to your cell phone.

Text **DOG** to **40443**



Kitty has so much to tell you! Get her message every day sent to your cell phone!

Text **CAT** to **40443**



Keep work and money under control with daily success messages sent to your cell phone.

Text **CASH** to **40443**



LimeLife Wallpapers

LimeLife - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.limelife.com/fashion_graphix.php Go

step into the **limelife**™

about us | help

mobile games | lifestyle tools | **fashion graphix** | daily dose

fashion graphix

Flatter your phone with the latest fashion graphix designed for the social style maven. Select graphix that match your mood and your personal style. LimeLife's fashion graphix are currently available on Verizon's VZW PIX and can be downloaded directly from your cell phone. Coming soon on LimeLife.com!

launch party! giveaway
enter to win!

newsletter
Sign up and get down with the latest in games, giveaways and tips for the on-the-go gal.

Best-Sellers on Verizon's VZW PIX

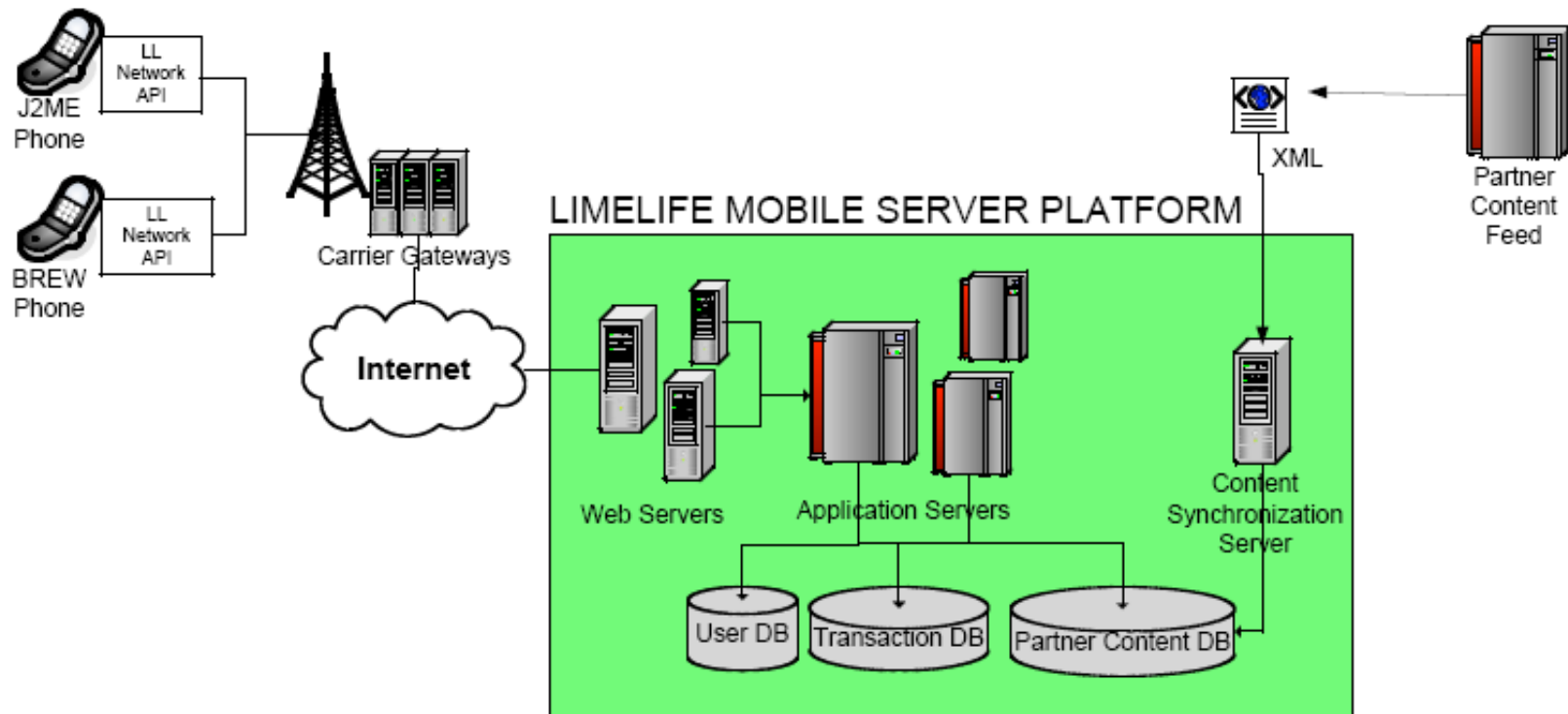
StellarFlori 	Candy_Stripe 	Just_Like_U 	Pedal_Down
Blue_Swirl 	Born_Free 	Zebra_Swirl3 	Hbiscus_Vine
Spiro_Floral 	Closer_Up 	Frequency 	Palace_Scrol

Done Internet

Technology Platforms

- Web-to-mobile platform
- Development frameworks
- Wallpaper processing and delivery
- Text messaging/WAP
- Ad serving
- Community

LimeLife Mobile Server Platform and Revenue Flow



Real-time content and advertising delivery from many sources to many handsets

InStyle Web-to-Phone Feature

InStyle

PARTIES ▾

CELEBRITIES ▾

TRENDS ▾

H ▾

Product Finder

product finder



Tom Schierlitz

[Enlarge](#)

NEW! [SAVE TO PHONE](#) [E-MAIL](#)

details

Leather boots, Coach, \$498; www.coach.com
866-262-2440. Featured in October 2006.

BUY ONLINE at www.coach.com

[Price and availability are subject to change]

[Get more of what you love. Try In Style!](#)

see more fashion

Fashion

Boots

Shoes

see more

Coach

InStyleMobile

Save to Phone

I have InStyle Mobile
Just enter your InStyle Mobile username and your cell-phone number in the fields below, and you'll have the product info you want right at your fingertips.

I don't have InStyle Mobile
The box on the right will show you what InStyle Mobile is all about—and how you can get it.



details

Leather boots, Coach, \$498;
www.coach.com or
866-262-2440. Featured in
October 2006.

NEW! InStyle Mobile
Your Personal Stylist

What is InStyle Mobile?
In Style's new mobile-phone application is your on-the-go style news and shopping companion. [View Demo](#)

Want to Sign Up?
InStyle Mobile is the easiest way to get the latest celebrity and fashion news wherever you are.

[Get InStyle Mobile](#)

* Required field

1 * Your InStyle Mobile User Name
(This is the name you selected when creating your InStyle Mobile account; if you need a reminder, you'll find it in My Account under Options.)

2 * Your Mobile Number
(555-555-5555)

3 [Send](#)

Done

BON JOVI ON SALE NOW!
CLICK HERE FOR TOUR DATES AND MORE INFO

HAVE A NICE DAY WORLD TOUR



InStyle Community Feature

From your
computer...



To your
phone...

To your friend
by email!



InStyle **SEARCH**

PARTIES **CELEBRITIES** **TRENDS** **HOT BUYS**

Product Finder + Fashion + Shoes + Pumps

product finder

SHARE E-MAIL R1 PRINT



details
Satin slingbacks shoe", Hollywould, \$485;
hollywould.com. Featured in December 2006.
[Price and availability are subject to change]
[Get more of what you love. Try In Style RISK FREE.](#)

Time Inc. Digital Studio [Enlarge](#)

see more fashion
Fashion
Pumps
Shoes

see more
[Alessandro Dell'Acqua](#)

shop finder locate the shops you've read about in InStyle
Please Select ☒ or [Browse Shops](#)

Get a **FREE TRIAL** issue!
InStyle    [CLICK HERE](#)

From: kmoss333@yahoo.com Sent: Tue 11/21/2006 10:18
To: friend@yahoo.com
Subject: Recommendation

InStyleMobile



kmoss333@yahoo.com writes:
"Love this shoe!"

product details

Satin slingbacks shoe", Hollywould, \$485;
[hollywould.com](#). Featured in December 2006.

NEW! InStyle Mobile
Your Personal Stylist

In Style's mobile-phone application will keep you up-to-the-minute on all the latest celebrity party and style news—wherever you are.

[Learn more about InStyle Mobile](#) powered by **limeLife** 

[click here to check out InStyle.com's daily coverage of all your favorite stars](#)

To stop receiving InStyle share emails from domenica.dinkheller@limelife.com, [click here](#)
Questions? Please visit us at www.limelife.com



BREW/J2ME Ad Serving Platform

LimeLife AD Feeder - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://takoda5.limelife.com/adfeeder.html

Customize Links Free Hotmail Windows Marketplace Windows Media Windows



AD Feeder

Enter your AD and click the "Create AD" button.

ID: Name:

Description:

Product Code: AD Sponsor:

Contact Information:

Name:

Phone: Email:

Address:

Cost Per Impression(cents): Cost Per Click(cents):

Start date: Expiration date:

Display locations:

AD Banners:

Size	A	B
Small	C:\Documents and Settir Browse...	C:\Documents and Settir Browse...
Medium	C:\Documents and Settir Browse...	Browse...
Standard	Browse...	Browse...
XLarge	Browse...	Browse...

AD Pages:

Group	Screen-Canvas	Screen-Canvas	Banner	Template
Done				

start | Inbox - Microsof... | LimeLife AD Fee... | Ad main screen ...

LimeLife AD Viewer - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://takoda5.limelife.com/servlet/addisplay?guid=11a3d8f88e903ffa16d41c1ee6d77e77

Customize Links Free Hotmail Windows Marketplace Windows Media Windows

LimeLife AD Viewer

Name	Value
GUID	11a3d8f88e903ffa16d41c1ee6d77e77
ID	mahmoud
Name	Target AD for IS
Description	test
Cost Per Impression	444
Cost Per Click	444
Contact Name	Alex Smith
Date Created	2006-08-21 08:23:22.0
Date Created	2006-08-21 08:23:22.0
Small Banner (A)	
Small Banner (B)	  Women. Infinitely Isaac.  New arrivals. Huge selection. Countless ways to save. Back OK
Medium Banner (A)	
Medium Banner (B)	 COUPONS EXCLUSIVE OFFERS FROM GAP

start | Inbox - Microsof... | LimeLife AD Vie... | ad feeder - Paint

Target logo and dog image

EXCLUSIVE FOR INSTYLE!

COUPONS

Click yes to receive text offers from Target:

☒ yes
 ☐ no

Enter your email address to receive email offers from TARGET:

email:

OK Back

Sales and Marketing

- Top deck placement and carrier co-marketing
- Significant quant and qual market research
- Consumer promotion
 - **PR**
 - **Online Marketing**
 - **Print Ads**
 - **Brand Partner Channels**
 - **Blogs and community sites**
 - **Online demos**

Distribute thru Major U.S. Carriers and Others



T-Mobile



DANGER



InStyle Mobile Print Ad



**YOUR
PERSONAL
STYLIST IS
CALLING**

Get
IN STYLE mobile
Today!

- * Get the **Look of the Day** every day.
- * See **Last Night's Celebrity Parties** first thing this morning.
- * Plus, get your daily **Hot Finds, Beauty Buzz, Deals & Steals** and much more!

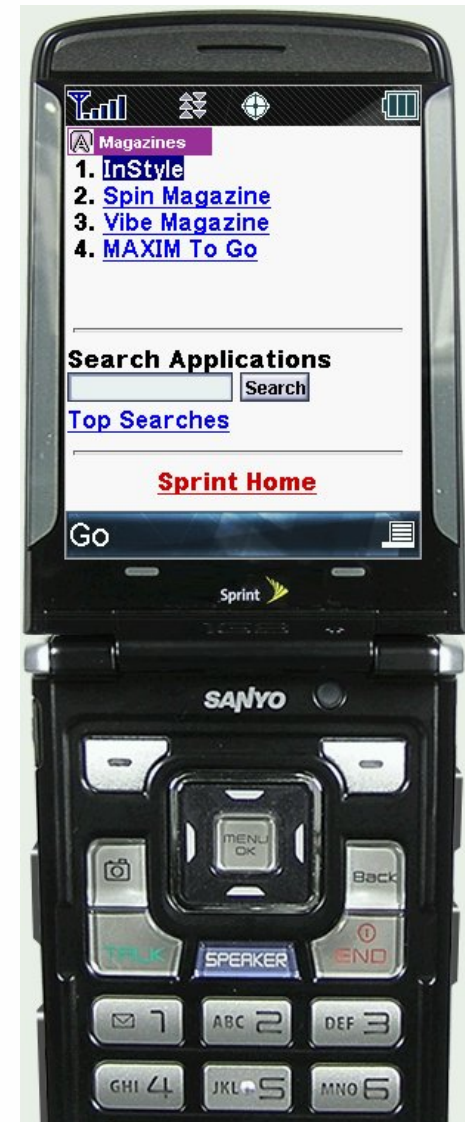
IN STYLE MOBILE is your on-the-go style news and shopping companion, with all the latest must-have fashion and beauty trends and where-to-buy details, instantly available, right on your phone.

For details and a video demonstration of IN STYLE MOBILE's very cool applications, visit InStyle.com.

InStyle mobile

- Appearing on page 78 in InStyle Magazine's February 2007 issue

InStyle Magazine - #1 Sprint Deck Placement



InStyle Mobile - Web Site Promotion

Stella McCARTNEY
FALL SHOES & HANDBAGS

Neiman Marcus

InStyle

SEARCH

GET A FREE TRIAL ON INSTYLE
GIVE INSTYLE AS A GIFT
MAGAZINE CUSTOMER SERVICE

PARTIES

CELEBRITIES

TRENDS

HOT BUYS

VIDEO

Make InStyle.com my homepage

InStyle Mobile

sponsored by Neiman Marcus

Your Personal Stylist

In Style's new mobile-phone application is your on-the-go style news and shopping companion. Each day, wherever you happen to be, InStyle Mobile brings you new celebrity photos, the latest information about **must-have fashion and beauty trends**, and **where-to-buy details**, plus:

- Coverage of the hottest parties
- Beauty Buzz
- Look of the Day
- Deals & Steals
- Hot Finds
- Transformation

Get InStyle Mobile
[View Demo](#)

InStyle Mobile Exclusives

Star Hair
Choose a face shape that best matches your own and then try on star hairstyles. If you find a match you like, you can save it to show your friends—or even your stylist.

InStyle.com Finds
Special links on the InStyle.com Web site let you send product pictures and details to your mobile phone.

My Style
Save individual items (or an entire look) that you love in a Photo Album or Wish List for easy reference while you're on the go.

Share with Friends
E-mail your favorite InStyle Mobile celebrity and product images, along with details and your own comments.

this just in

PARTIES: **Super Saturday 2006**

PARTYHOPPER BLOG: **West Coast Dispatch**

LOOK OF THE DAY: **Vanessa Minnillo**

TRENDS: **Bubble Dresses**

LIFE & HOME BLOG: **Just a Little Late-Night Snack With Friends**

CLICK & BUY: **Chain Reaction**

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LimeLife Giveaway on Cingular

Cingular Extras - Microsoft Internet Explorer

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Browse Games by: Category | Title

Sleek and Chic Giveaway

Categories:

Featured Picks

New Arrivals

Top Sellers

☒ **3D Games**

- Featured
- Racing
- Sports
- Flight
- Action
- Puzzle
- Cards/Casino

Cingular Arcade

- ☒ Card/Board/Casino
- ☒ Sports
- ☒ Action/Adventure
- ☒ Puzzle
- ☒ Strategy & RPG
- ☒ Retro
- ☒ Star Wars
- ☒ Word & Trivia
- ☒ Play For Prizes
- ☒ Her Favorites
- ☒ Disney
- ☒ HBO
- ☒ Juegos
- ☒ Adult Swim
- ☒ Cartoon Network
- ☒ Gameroom
- ☒ Special Offers and Promotions
- ☒ Applications

Search

Enter artist, title, or keyword:

Search for:

All Types

Search

In The Spotlight

the Rolling Stones Fly Away

ENTER FOR A CHANCE TO WIN A TRIP TO SEE THE STONES LIVE IN LONDON

CHANCE TO WIN A TRIP TO

ESPN GAMES TWELVE IN L.A.

SLEEK & CHIC GIVEAWAY

DOWNLOAD WYLAND WALLPAPERS

Support

- Answer Tones
- Get Alerts on New Releases

ENTER AND YOU COULD WIN!

PINKSLVR & CHANEL PHONE PURSE

limeLife

Download the latest in LimeLife games and you're automatically entered in the Sleek and Chic Giveaway. You can also enter by correctly answering our [weekly trivia question](#). On August 11, 2006 we'll be giving away the sleek pink SLVR phone and the super chic Chanel cell phone purse – just the perfect accessory to showcase your LimeLife games. With four games to choose from – Hollywood Hangman, Blackjack-GirlsNiteOut, Solitaire-GirlsNiteOut, and Word Heaven – you'll be stepping out in style this summer. See [Official Rules](#) for details.

Sleek and Chic Giveaway

Hollywood Hangman

Play the familiar Hangman game with a fun Hollywood twist! Guess songs, movies and celebrities to win. Try your luck at stardom with over 150 puzzles!

SUBSCRIBE

Blackjack-GirlsNiteOut

Learn the five fun and easy steps to play winning Blackjack! Collect your winnings in style from champagne and bling to chips and cash. By LimeLife.

Internet

start

Inbox - Microsoft O...

WhitePages.com - ...

Cingular Extras - Mi...

Microsoft PowerPoin...

11:46 AM

LimeLife Giveaway on CoverGirl.com

COVERGIRL

BEAUTY CONSULTANTS | WHAT'S NEW | BEAUTY QUIZZES | PRODUCTS | SMART SHOP | TIPS & TRICKS | YOUR MAKEUP BAG

Get
the look you want.
Get
your shades.
Get a
Beauty Consultation
now. ▶



More make-up news ▶



new
BOUNDLESS COLOR NAILS
Vibrant basecoats and glittery topcoats to mix and match—
for boundless possibilities!
[Create your look ▶](#)



CoverGirl Tiú sparkles in New Boundless Color Nails in Fuchsia Girl and Disco Dazzle.



Save \$3 on Olay
Try Regenerist Microdermabrasion System. [Go! >](#)



Live Beauty Chat!
Beauty Consultants have answers and tips. [Go! >](#)



Download... and Win!
A sleek Silvr and Chanel cell purse could be yours. [Go! >](#)

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LimeLife Promotion at Cingular Store



Verizon Brochures Feature LimeLife Wallpapers

PERSONALIZATION

Get Personal!

4 Make a phone that's fit for you.

Ringtones

Choose from thousands of songs and sounds to hear when people call you. Prices vary by download and packages are available. It's the easiest way to make your phone your own.
www.verizonwireless.com/getitnow

Ringback Tones

With Ringback Tones, you can choose a song for your friends to hear instead of the same boring ring when they call you. Select certain songs for certain people or use a rotating jukebox function and keep them on their toes.
www.verizonwireless.com/rbt

Choose your song and TXT the short code to RBT (728).

POPULAR TONES

	CODE
1. Chamillionaire - Ridin'	213
2. T.I. - What You Know	212
3. James Blunt - You're Beautiful	132
4. T-Pain - I'm N Luv (W/KA Dancin')	211
5. Sean Paul - Temperature	123

Ringback Tones Pricing

\$9.99 per line, per month for Ringback Tones.	\$1.99 annual charge per tone, 100-tones max.
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How to: Download Wallpaper

- ➔ Select Get It Now™ on your phone.
- ➔ Select the shopping cart to browse the Get It Now shop.
- ➔ Select the Get PXX category and the application you want.



Fashion Prints



VZW Pin



Movie Wallpaper



Keith Hernandez



Lacy Schwartz



Trace Adkins



Make a phone that's fit for you.

Ringtones

Choose from thousands of songs and sounds to hear when people call you. Prices vary by download and packages are available. It's the easiest way to make your phone your own.

www.verizonwireless.com/getitnow

Ringback Tones

With Ringback Tones, you can choose a song for your friends to hear instead of the same boring ring when they call you. Select certain songs for certain people or use a rotating jukebox function and keep them on their toes.

www.verizonwireless.com/rbt

Ringback Tones Pricing

\$9.99 per line, per month for Ringback Tones.	\$1.99 annual charge per tone, 100-tones max.
--	---



Fashion Prints

Wallpaper

Verizon Wireless has hundreds of wallpapers available instantly. Prices vary by download and packages are available. Choose from sports teams, TV characters, artists or even designs to match your favorite outfit.

www.verizonwireless.com/getitnow

Verizon Wireless may not be responsible for any copyright infringement. We do not warrant the accuracy or completeness of the information provided. We are not responsible for any damage to your device or data loss.



WQ Pin



MOBILE BOX OFFICE

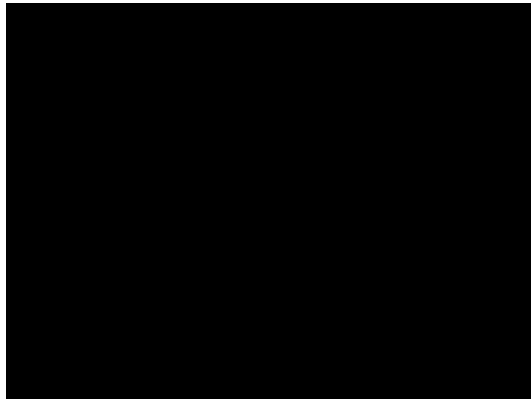
WNS

TRAVEL

CONVENIENCE

FINE PRINT

PRN In-Store Video



MOBILE MAKEOVER: PENGUIN WALLPAPER



GRFX: Still of penguin builds on. Text reads: "Free to our shoppers"

SFX: Music up and under throughout



GRFX: Penguin image stops moving and we pull out to reveal he's actually a wallpaper on a mobile phone.

SFX: Whoosh.

VO: "Stylize your cell phone in seconds with this FREE wallpaper from LimeLife! "Simply text the word on the screen to 56658 to receive..."



GRFX: Phone with penguin wallpaper. An arrow swooshes in with the words free wallpaper on it. Pointing to the call to action in the B Panel. Legal copy in the corner reads: "limited time offer."

VO: "...this FREE loveable penguin!

It's our gift to you! Exclusively from LimeLife!"

P&G CoverGirl Mobile Ad: Girls' Night Out Solitaire



- Promoted on:
 - CoverGirl.com homepage and “What’s New” page
 - Email blast to 1MM CoverGirl registered customers

LimeLife Summary

- Total focus on women's market
- Brand and media partnerships
- Innovative mobile technologies

Contact:

Kristin McDonnell
CEO, LimeLife

kristin@limelife.com