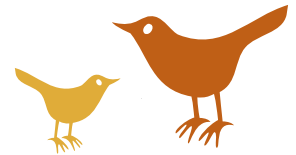


TWEET THIS! FATHER'S DAY



Robert Verdi HOSTS

A FATHER'S DAY TWITTER PARTY

JUNE 15TH, 2010

Tweet This!

An influential group of online media gathered at Robert Verdi's Luxe Laboratory to get Verdi's tips on Father's Day Gifting. Verdi dished on his picks for every type of dad & guests received each item, unveiled one-by-one during the event. Thousands of people online twittered in to the event to participate in live Q&A, competitions, giveaways and more. Media guests tweeted in person & remotely to share the exclusive info with their followers. Guests left with all Robert's picks from the evening and received the presentation and printed flip book as take aways with the editorial content from the event.



Evite sent out to editors to attend in person (*above*), online alert for remote media & twitterers (*above right*), plus gift guide flipbook with images & information about each item for guests to take home after the event (*right*).



Participants Included:

Jonathan Adler
@JonathanAdler

John Bartlett
@JohnBartlett8

John Allan
Founder, John Allans

Robert Verdi
@RobertVerdi

Hit Dan Back
Dan Brickley
@hitdanback

Jack Mackenroth
Designer, TV personality
@jackmackenroth

Fashion.Style.Beauty
Kristin Booker
@fashionstbeauty

Dad Wagon
Nathan Thornburgh
@dadwagon

Life & Style
Juliet Izon
@life_and_style

Design Therapy
Kirk Hunter
@designtherapy

Seventeen.com
Katie Amey
@seventeenmag

Real Beauty
Andrea Lavinthal
@realbeauties

FashionIndie.com
Daniel Saynt
@fashionindie

Real Simple
Julee Wilson
@real_simple

Cosmopolitan.com
Zoe Ruderman
@cosmoonline

Luckymag.com
Virginia VanZanten
@luckymagazine

Hollywood Life
Katrina Mitzeliotis
@HollywoodLife

The Frisky
Sophie Leon
@thefrisky

People En Español
Jennifer Morales
@peopleenespanol

Vibe
Adrien Field
@adrienfield

Fashion Pulse Daily
Julia DiNardo
@fashionpulse

Asylum.com
Ryan Simmons
@asylumdotcom

Izzibag
Anne Agoren
@izzibag

The Drop Lab
Greg Littley
@littleylittley

Adam Cohen
Dada Rocks
@dada_rocks

Product Pasha
Evie Maciel
@productpasha

New York Dad Blog
Frederick
@NewYorkDad

Runningwithheels.com
John David Robbins
@runwithheels

LIVE ONLINE INTERACTION



The Father's Day live video & twitter feed hosted at www.robertverditweetthis.blogspot.com was buzzing throughout the event! Thousands of people online twittered in to the #rvtips event feed with insight & questions for the chance to have Robert answer them on the livestream video. Plus the online viewers twittered to win Robert's great gift bag as items were revealed throughout the night. To make the event even more interactive for online viewers, anyone who tweeted their own Father's Day insight using #rvtips before the event was entered and had the chance to have their tweet featured & announced by Robert on camera at the event.

CELEBRITY GUESTS

During the event, Robert invited exciting VIP friends to share their insight on the livestream in anticipation of Father's Day. Design legend & tv personality Jonathan Adler gave insight into Father's Day gifting tips & the inspiration behind his work. Fashion designer John Bartlett spoke about the personal story behind his passion for animal rescue & design that inspired his Tiny Tim tees supporting animal rescue through NSAL, for which a donation was made by host Robert in honor of the occasion. Men's grooming guru John Allan informed guests with great grooming advice for Dads. The powerhouse experts shared stylish advice & all answered questions from guests & twitter over the livestream.



PRESENTATION & EDITORIALIZED CONTENT



Verdi gathered this influential group in Luxe Lab's media room to livestream the presentation & reveal his gift guide in front of the 103" plasma screen, the perfect backdrop displaying info, advice & images about these great gifts for guys. The slideshow guided guests & online viewers along with Robert's presentation, displaying each giftbag item individually with the brand name, hash tag and insight about what makes it a great Father's Day gift. Designed using iconic TV dads, the slideshow used great cultural references as examples of all the types of Dads who would have these items on their wishlist.

Over 2,500 Live Tweets With a Reach of Over 4,000,000!

TWEETS INCLUDED:

FOLLOWERS:



@seventeenmag: Looking for a great Father's Day gift idea? Try @jonathana-
dler Pop Candles that double as glasses afterward! #RVTIPS

76,429



@RealSimple: Hi! It's @MissJulee from RS's fashion dept & I'm @Robertverdi
Fathers Day Tweeter event. Stay tuned 4 great gift ideas! #rvtips

68,466



@LuckyMagazine: RT @RobertVerdi: #RVTIPS 3 scents, the @jonathanadler
Pop Candles are a great gift for dad. And he can re-use the glass container.

33,616



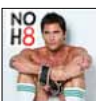
@HollywoodLife: @headblade is great to keep dads head shaved and shiny
@robertverdi says..and he's an expert! #rvtips

8,369



@littleylittley: next up.... For a Classic Dad from a Classic Designer, the @Ken-
nethCole Vintage Black is a MUST for FD! #RVTIPS <http://ow.ly/i/25fd>

2,101



@jackmackenroth: @HitDanBack @johnbartlett8 @robertverdi tweet this Fa-
ther's Day party. Woo Hoo #rvtips

4,619



@dada_rocks: Live tweeting at the @robertverdi father's day event! #RVTIPS
RT for a chance to win a mega swag bag!

2,692



@RunWithHeels: @mcclurespickles bloody mary mix is also a great gift for
dads! #rvtips

1,639



@NewYorkDad: RT @SkagenDenmark: #rvtips here's a picture of the watch
@RobertVerdi recommended for Father's <http://twitpic.com/1x4bn9> < Droooo!

1,610



@andrealavinthal: Holy Sh*t! The fabulous @JonathanAdler is here to debut his
garden-inspired candles. #rvtips "trust your gut or your gay best friend." -JA

311

Father's Day Twitter Contest

Over a thousand twitterers entered to win the super-luxe giftbag from the event filled with all Robert's picks for Father's Day. The competition was posted on the event blog days before the event and tweeted by Robert & guests. Twitterers retweeted to win and one lucky winner was announced at the event. Consumers kept tweeting as Robert unveiled items one-by-one that were included in giftbag giveaway: John Bartlett Tiny Tim Tee, Jonathan Adler Pop candle, Kenneth Cole Vintage Black fragrance, Vaseline Men products, John Allan's grooming service gift certificate, Coach dop kit, Rowenta travel iron, Hugo Boss aviator sunglasses, JC Penney JOE Joseph Abboud suit, Jan Leslie cufflinks, Cole Haan wallet, Skagen watch, Stoner Solutions Invisible Glass car kit, McClure's Pickles Bloody Mary Mix, Klukr iPhone app, HeadBlade products, and Leatherman Skeletool.



SOME TWEETS FROM OUR WINNER



Congrats to @geekbabe

@RobertVerdi my husband keeps looking at his box of Father's Day swag from you & saying "This is unbelievable!" the man is stunned! #RVTIPS

@RowentaUSA LOL you have no idea how much use that travel iron will get, thank you so much! #RVTips

RT @RobertVerdi "Every home needs a signature scent" from @jonathanadler #RVTIPS

RT @RobertVerdi: RT to win Robert's Father's Day Favorites! #RVTIPS Just added: The @colehaaninsider Wallet

RT @RobertVerdi the south hampton candle is my favorite. #RVTIPS

@SkagenDenmark your watches are so elegant yet so affordable , I will certainly twitpic! and Facebook it:)

RT to win Robert's Father's Day Favorites! #RVTIPS Just added: The @johnbartlett8 Tiny Tim Tee! #rvtips

@SkagenDenmark I won #rvtips from @RobertVerdi my hubby will be THRILLED with your watch!!! :)

RT @RobertVerdi: The Airline approved Travel Pack from #johnnallan is the perfect pairing with a Giftcard for a Grooming Treatment! #RVTIPS

RT @RobertVerdi RT to win Robert's Father's Day Favorites! #RVTIPS Just added: The @vaselinebrand men's lotions!

RT to win Robert's Father's Day Favorites! #RVTIPS Just added: The @jcpenney JOE Joseph Abboud Suit Separates Gift Certificate!

@Coach I've carried your bags for yrs, now my hubby will get to carry The coach Travel Kit! thanks to you & @RobertVerdi #RVTIPS

follow @RobertVerdi, he honors his contests & is so responsive to his followers! I'm seriously impressed! #RVTIPS

RT @RobertVerdi: Toast Dad with a Bloody Mary from @mcclurespickles ! #RVTIPS http://ht.ly/1YZ5e Yummy Mix!

@dada_rocks my husband is going to be THRILLED, I'm still in shock here, winning #rvtips is huge!

RT @RobertVerdi: Share in an american tradition with dad! Use the @klukr iPhone application to find local chicken wings! http://ht.ly/1YZ8y

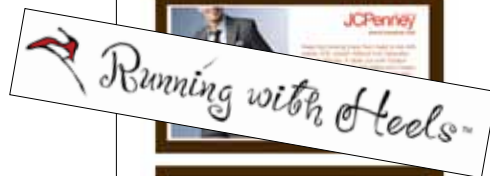
@KennethCole I won @RobertVerdi #RVTIPS contest, my husband smells awesome in Vintage Black & we love it!!







PRESS & PLACEMENTS INCLUDED:



"Robert Verdi once again had a fabulous event in which he gave gift suggestions for every type of Dad imaginable. His suggestions are always unique and go over well — currently the boyfriend, my brother and my Dad have to draw straws to decide who gets to keep what! Hopefully it won't turn into a fist fight over these fabulous man products!"

Robert Verdi dished on the hottest Father's Day gifts at his Tweet This event in his Luxe Lab located in the heart of NYC. Here are just a few of his wonderful picks.

"Robert could not have been more thoughtful about the kinds of gifts he choose for his gift guide. All sorts of dad got their props, from the DIY to the dapper dad. And because we all know that dads don't always take good care of themselves, why not offer them a little help in that department? To keep dad stylish, smelling good, and looking sharp, why not try one (or two or three) of these ideas?"

FASHION INDIE



"We all love hearing about the new and stylish discoveries of our favorite life-style guru and celebrity stylist, Robert Verdi. At a recent tweet-up, Robert gave his picks for fabulous Father's Day gifts. Not sure what to get dear old Dad? Read along for some really great picks"



"My Top 5 #RVTIPS Dad Gift Guide! #1 #JohnAllan After a haircut & massage, he can play billiards and drink whiskey." #2 Aviators look good on EVERYONE. Check out this timeless pair @hugoboss_.com. #3 The Handy Man's dream – up to 12 tools in one! @leathermanusa My Top 5 #RVTIPS Dad Gift Guide! #3 The Handy Man's dream – up to 12 tools in one! @leathermanusa #4 When was the last time dad got himself a new suit? Joseph Abboud Suit #5 @johnbartlett8 "Tiny Tim" (3 legged dog) T-shirt. Casual, comfy, and inspirational!