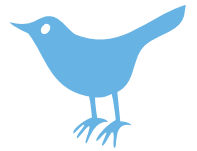


luxelaboratory

Tweet This!

SPRING CLEANING



Robert Verdi HOSTS

A SPRING CLEANING TWITTER PARTY

APRIL 28TH, 2010

Tweet This!

Spring cleaning never looked so stylish—just ask TV personality, lifestyle expert and Twitter aficionado Robert Verdi! Verdi's home design expertise is usually reserved for his celebrity clients, but he recently dished spring cleaning tips and essential picks live over twitter! Tweeting live with a hand-selected group of high-profile home design editors and twitterers at Luxe Laboratory, Robert dished the down & dirty on Spring cleaning with how-to tips for sprucing up your home, online twitter competitions and great giveaways of his must-have picks, featured tips twittered in from media participants & followers, plus live interactive Q&A with thousands of people participating online. The event had a reach of over 4,000,000 through twitters alone and was streamed live in real time with an interactive twitter feed following the event hashtag #rvtips. Media guests twittering in person and remotely shared the inside scoop with their followers about the event's great give aways, tips and picks.

Tweet This!
SPRING CLEANING

ROBERT VERDI INVITES YOU TO JOIN IN LIVE ONLINE
TWEET ALONG WITH ROBERT
 ADD YOUR IDEAS, ASK QUESTIONS AND GET
THE DIRT ON SPRING CLEANING!

WEDNESDAY, APRIL 28TH
 7:00PM - 8:00PM EST

SHARE YOUR OWN TIPS ON THE TWITTER FEED BY
 USING #RVTIPS AND WATCH THE EVENT LIVE AT
WWW.ROBERTVERDITWEETTHIS.BLOGSPOT.COM

luxe laboratory *Robert Verdi*

Tweet This! Contest

**Twitter Now to Win Robert Verdi's
 SPRING CLEANING Picks on APRIL 28th**

Tune in to Robert's LIVE stream this Wednesday at 7pm est & twitter along using #rvtips to get spring cleaning tips from Robert, hear from featured guests, and add your own Spring Cleaning ideas. Don't miss Robert's announcement about which lucky twitterer will win all of Robert's top Spring Cleaning picks! Keep tweeting as Robert awards them one by one to increase your chances of winning!

How to Win: Tweet or retweet now until the winner is announced to enter!

Clean my Spring w/ @robertverdi's Spring Cleaning picks! #RVTIPS

*Winner will be chosen at random. Items subject to final availability. Contest only open U.S. residents. Sorry, but we cannot ship outside the U.S. Winner will be announced on Twitter and will have 7 days to claim their prizes. After 7 days a new winner will be chosen.

UPCOMING:
 April 28th, 7pm est
 Robert Verdi's Spring Cleaning Twitter Party



**Robert Verdi's
 Spring Cleaning
 Twitter Party Gift
 Bag**

Enter Now »



Participants Included:

Real Simple Magazine
 Julee Anastasia Wilson
 @real_simple

SheFinds.com
 Aly Walansky
 @AlyWalansky

Hollywood Life
 Katrina Mitzeliotis
 @HollywoodLife

Ready Made Blog
 Katherine Sharpe
 @readymadetweets

Design Therapy
 Kirk Hunter
 @designtherapy

Essence
 Andrea Arterbery
 @glamazonsblog

Seventeen.com
 Kelli Acciaro
 @seventeenmag

FashionIndie.com
 Rebecca Alexander
 @fbecksalexander

**Every Day with
 Rachael Ray**
 Rachel DeSchepper
 @rachaelraymag

Seventeen.com
 Dan Koday
 @seventeenmag

Luckymag.com
 Virginia VanZanten
 @luckymag

Fashion Spot
 Sharon Feiereisen
 @fashion_spot

Design Milk
 Jaime Derringer
 @designmilk

FashionIndie.com
 Daniel Saynt
 @fashionindie

Fashion.Style.Beauty
 Kristin Booker
 @fashionstbeauty

ModernUrbanLiving.com
 Tracy Fay
 @modernurbanlife

Shelter Pop
 Allison Mezzafonte
 @shelterpop

Ladies' Home Journal
 Gabrielle Porcaro
 @lhjmagazine

Glam.com
 Nola Weinstein
 @onglamfashion

Thousands of Live Tweets With a Reach of Over 4 million!

FEATURED TWEETS:



@rachaelraymag: rvtips use a dollop of hair conditioner on paint brushes to keep them supple, not dried out.



@designtherapy: Dyson vaccum cleaners return allergen-free air when you run them! Thanks @RobertVerdi! <http://www.ustream.tv/recorded/6341492>



@lhjmagazine: lhjfashiongirl: make sure when your thowing out your beauty products you keep them away from your animals-it can make them sick #rvtips



@seventeenmag: Can't wait to get some awesome spring cleaning ideas from @robertverdi tonight! Follow the event at #rvtips!



@real_simple: Hi! It's Julee the Staff Fashion Editor & I'll b tweeting a few great spring cleaning products from @RobertVerdi Twitter event! #rvtips



@luckymagazine: Great for lunch: RT @RobertVerdi: Everyone needs a handy Carry-all. I LOVE the Built Market Tote! #RVTIPS <http://ht.ly/1Em9A>



@AlyWalansky: Has never been this inspired. @robertverdi you changed my life. #rvtips



@fashion_spot: Unmade beds only work when 'styled to be sexily unmade' love Verdi #rvtips



@HollywoodLife: Everyone needs Tide to go!! It fits in your clutch its the size of a lipstick & it saves you from a disaster sitch asap! #rvtips



@fashionindie: @robertverdi keeps his undies and belts in monogrammed LL.Bean Bags. Might have to copy.

FOLLOWERS:

8,364

11,921

9,013

71,006

55,315

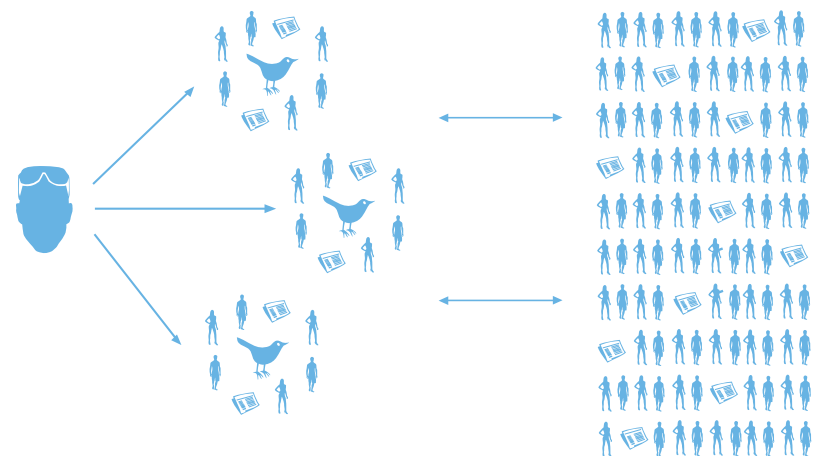
31,185

4,783

7,389

6,285

5,754



Robert tweets at Luxe Lab with influential guests and the event is streamed live on-line at www.robertverditweetthis.blogspot.com. Remote media and twitterers participate on-line by watching the livestream and tweeting in to the event feed using the hashtag #rvtips for interactive tips, Q&A and giveaways. Media guests receive Robert's product picks and presentation for event coverage and placements after the event.



PRESS ALREADY INCLUDES:

Fashion.Style.Beauty

Time to SPRING! Robert Verdi's Spring Cleaning To-do List



It's time again! The leading talk to Robert Verdi is back for the winter season. He'll be giving you the spring cleaning to-do list and making it just a matter of time in the spring. He'll be back here along with the other folks who will be here to help you with the spring cleaning to-do list.

What to do: Spring cleaning is a time to get your home ready for the new season. It's a time to get your home ready for the new season. It's a time to get your home ready for the new season. It's a time to get your home ready for the new season.

It's a time to get your home ready for the new season. It's a time to get your home ready for the new season. It's a time to get your home ready for the new season. It's a time to get your home ready for the new season.

www.fashionstylebeauty.com

Fashion.Style.Beauty

Myth: Spring Cleaning is Not for Robert Verdi

Robert Verdi is a leading talk to Robert Verdi is back for the winter season. He'll be giving you the spring cleaning to-do list and making it just a matter of time in the spring. He'll be back here along with the other folks who will be here to help you with the spring cleaning to-do list.



It's a time to get your home ready for the new season. It's a time to get your home ready for the new season. It's a time to get your home ready for the new season. It's a time to get your home ready for the new season.

Spring Cleaning Supplies You Need Now



Spring cleaning is a time to get your home ready for the new season. It's a time to get your home ready for the new season. It's a time to get your home ready for the new season. It's a time to get your home ready for the new season.

www.glam.com

Spring Cleaning with Robert Verdi Tonight at Luxe Lab!



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www.modernurbanliving.com

\$1.49 just \$1.49

in TOUCH

Win It

Robert Verdi's Spring Cleaning Twitter Party 5/18/12



Spring cleaning never failed to inspire just as much as it does to inspire. Robert Verdi's Spring Cleaning Twitter Party is a time to get your home ready for the new season. It's a time to get your home ready for the new season. It's a time to get your home ready for the new season. It's a time to get your home ready for the new season.

www.intouchweekly.com

fashionindie

Robert Verdi Taught Me How To Clean My Pipes



It's a time to get your home ready for the new season. It's a time to get your home ready for the new season. It's a time to get your home ready for the new season. It's a time to get your home ready for the new season.

www.fashionindie.com

AlyWalansky.com

tonight: tweeting live from robert verdi's luxe lab



It's a time to get your home ready for the new season. It's a time to get your home ready for the new season. It's a time to get your home ready for the new season. It's a time to get your home ready for the new season.

www.alywalansky.com

