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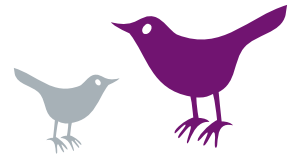


TWEET THIS!

#RVTIPS HOLIDAY GIFT GUIDE

Presented by

*P&G*beauty



Robert Verdi HOSTS

A HOLIDAY GIFTING TWITTER PARTY

DECEMBER 7TH, 2011

Robert Verdi's Ultimate Holiday Gift Guide, presented by P&GBeauty



Pre-Event: Invitation

TWEET THIS!
***** @RobertVerdi *****

You're invited to the LIVE, online unveiling of

ROBERT VERDI'S HOLIDAY GIFT GUIDE

TWEET LIVE!
Watch the live video stream on WWW.THERVTIPS.COM to get great gift ideas for everyone on your list. Tweet your questions & thoughts to the twitterfeed using #RVTIPS. Interact w/ @RobertVerdi during the event through live Q&A and competitions.

TWEET TO WIN!
Win Robert's gift picks, each unveiled during the event.

TWEET NOW!
Follow now on twitter @RobertVerdi for advance alerts & online giveaways. Submit your own gift #RVTIPS on twitter for the chance to be featured. Tweet or Direct Message @RobertVerdi at any time!

TWEET YOUR FRIENDS!
Invite your friends to tweet along for the event & join the conversation online.

WEDNESDAY • DECEMBER • 07

SEVEN to EIGHT PM EST

WWW.THERVTIPS.COM

presented by P&GBeauty #RVTIPS



HOLIDAY TWITTER PARTY WAS PROMOTED WITH A
**CUSTOMIZED
EVITE**

to attend in person, sent to hand-picked guest list of the
most influential digital media.

MEDIA ALERT

was sent to over 3,000 media & influencers and
posted online for consumers.





Gal on the Go



TO: The Gal On The Go
FROM: @monika_chiang

For your very fashionable sis in the city, she's a working gal that spends a lot of time around shopping centers but she's still a trendsetter in likes, loves getting dressed up



TO: The Gal On The Go
FROM: #PGBeauty

The perfect gift for your fabulous friend on-the-go, she'll get the Aussie Best in Show! Perfect for the beach or the city.



TO: The Bubbly Babysitter
FROM: #PGBeauty

Hand-selected by Gal McGinn for the new Bubbly Babysitter, this unisexary styling shade of red is perfect for the holidays. For a low-cost, high-end gift, pair it with a magazine filled up on a ribbon around it.

Cosplay! LipPerfecter Lip Color in Hot, \$6.50 and magazine witmagzine.com



ROBERT UNVEILED EACH PRODUCT to guests live and to consumers via livestream then tweeted style tips. Each product was **INDIVIDUALLY HIGHLIGHTED ON OUR 103" SCREEN** and **HAND-GIFTED TO EACH MEDIA GUEST**

while they learned about its top features. **The excitement (and tweeting) began.**



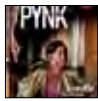
INFLUENTIAL MEDIA ATTENDEES & TWEETERS

Outlet	Twitter Handle	Followers
Seventeen Magazine	@SeventeenMag	308,907
Self Magazine	@SELFMagazine	86,776
Pynk Magazine	@PynkMag	23,659
StyleCaster.com	@StyleCaster	46,123
People Magazine	@PeopleMag	3,247,234
Uptown Magazine	@UPTOWNMagazine	8,741
Life and Style	@LSNightlife	2,872
Glam.com	@OnGlamFashion	12,174
SecondCityStyle	@SecondCityStyle	13,784
KraseyBeauty.com	@KraseyBeauty	6,416
PurseBlog.com	@PurseBlog	40,118
StyledOn.com	@StyledOn	8,422
BeautySweetSpot.com	@BeautySweetSpot	8,734
Teen Magazine	@teen	26,871
FashionStyleBeauty.com	@FashionStBeauty	4,540
Refinery29	@refinery29	292,288
HollywoodLife	@HollywoodLife	33,187
LeeAnneLocken.com	@LeeAnne_Locken	28,210
BeautyAndTheFeastblog.com	@BeautyNDFeast	2,388
TheNest.com	@TheNest	22,573
Redbook Magazine	@RedBookMag	15,837
StyleBakery.com	@StyleBakery	9,398
SheFinds.com	@SheFinds	16,277
SavvyMommy.com	@SavvyMommy	8,622
LoweFactor.com	@LoweFactor	715
SheKnows.com	@SheKnows	42,059
MyGloss.com	@gloss	3,809
MakeUpLovesMe.com	@makeuplovesme	2,394
Alloy	@alloydotcom	5,125
KittenLounge.OnSugar.com	@Cocoabebe	4,571
UsWeekly Magazine	@usweekly	565,573
Fashion Indie	@fashionindie	12,692
TheFashionSpot.com	@fashion_spot	22,035
People En Espanol	@PeopleEnEspanol	293,380
The Frisky	@thefrisky	24,845
RamshackleGlam	@RamshackleGlam	3,144

Over 10,000 Live Tweets With a Reach of Over 8,000,000!

TWEETS INCLUDED:

FOLLOWERS:



@PynkMag: First stop: @RobertVerdi's Luxe Lounge for cocktails & holiday gift ideas. Love a good twitter party!

23,659



@ThisThatBeauty: overheard at #rvtips : "You just solved my life" - @fashionstbeauty re: this gem of a @monika_chiang python bag!

8,851



@seventeenmag: #PGBeauty makes the ultimate beauty gift set for under \$10! Scoop one up from Walmart or tweet your fave beauty secret to #RVTIPS to win!

308,097



@Stylebakery: Such a gorgeous watch! Your guy will love a @BRERA_OROLOGI around his wrist.

9,398



@OnGlamFashion: Tweet who's your celebrity hair crush to #rvtips and #pgbeauty to win the Braun Satin Hair brush with Active Ion TecÚology

12,174



@LSnightlife: For the beauty buff: #PGBeauty Olay Professional Pro-X cleansing system. Perfect skin for all!

2,872



@UPTOWNMagazine: The Allure The best in beauty set has 5 of Allure's best in beauty products #pgbeauty #rvtips

8,741



@SELFMagazine: Techies are so hard to shop for! #holiday gift: the @pop_phone! @heidiklum loves it! Tell us why ur techie needs one #RVTIPS #win

86,776



@SecondCityStyle: For the stylish trendsetter # rvtips suggests the @Lineapelle studded triple strap double wrap bracelet.

13,784



@StyledOn: Oooh!! A great gift for everyone!! The super small, waterproof @kodak play full camera - so cool!

8,422



@StyleCaster: Gift for the mini fashionista: the cutest mittens ever by @hooray-hoopla #rvtips

46,123

CUSTOM WEBSITE & CONSUMER INTERACTION ONLINE



Thousands of consumers participated over twitter and over 3,000 visitors came to the custom event website at www.theRVtips.com to participate. The site featured a live broadcast of Robert's presentation and a twitter feed so consumers participated in real time online, asking questions, tweeting their favorites and answering Robert's holiday questions for the chance to win one of Robert's gift picks. Winners were announced by Robert live during the event.

ROBERT VERDI'S 2011 VIDEO GIFT GUIDE



Robert Verdi Inc produced a special video gift guide featuring Robert's table-top presentation of each of the picks on his holiday list.

The video gift guide was sent to event attendees as well as additional digital media for recaps and coverage. Recipients included digital editors at major publications and weeklies, plus fashion beauty, design and lifestyle editors.



THE ULTIMATE HOLIDAY GIFT GUIDE GIVEAWAY

One lucky fan was given a Ultimate Holiday Gift Guide Bag, full of ALL of Robert's picks. Editors promoted the competition and consumers tweeted how much they loved each one of Robert Verdi's gift ideas using #RVTIPS for the chance to be the lucky tweeter to win them all!



ROBERT VERDI'S INFLUENTIAL LIVE TWEETS



Follow Me!



Robert Verdi

@RobertVerdi
Wit and Wisdom from the office of Robert Verdi-A Self-made fashion machine, celebrity stylist and tastemaker.
New York, NY <http://www.RobertVerdi.com>

Follow 4,407 TWEETS 191 FOLLOWING 22,272 FOLLOWERS

Tweet to Robert Verdi

Tweets

- Robert Verdi** @RobertVerdi 7 Dec
#RVTIPS HOW TO WIN bonus giveaway) I'll ask a Q after each item-answer quickly w/ #rvtips for the chance to get that item shortly after!
- Robert Verdi** @RobertVerdi 7 Dec
#RVTIPS HOW TO WIN my ultimate holiday giftbag) tweet y u love each item w/ #rvtips for the chance to get ALL the items after event!
- Robert Verdi** @RobertVerdi 7 Dec
#RVTIPS HOW TO Q&A) tweet me any questions you have w/#rvtips, I'll answer as I go or later over twitter!!
- Robert Verdi** @RobertVerdi 7 Dec
#RVTIPS HOW TO JOIN) Watch live video as I unveil my 2011 Holiday Gift Guide - A Fabulous Gift for Everyone on your List!!
- Robert Verdi** @RobertVerdi 7 Dec
#RVTIPS HOW TO JOIN) go to thervtips.com for livestream video, info and Tweet along on live feed by using #rvtips in all your tweets!
- Robert Verdi** @RobertVerdi 7 Dec
#rvtips... here we go. We're live at thervtips.com - my gift guide starts now!





PRESS & PLACEMENTS:



InTouch Maga-



secondcitystyle.com



ramshackleglam.com



blogsmarter.com



streetinsider.com



stylebakery.com



lowefactor.com



beautyandthefeastblog.com



cosmoradiowakeup.com

PRESS & PLACEMENTS:



uptownmagazine.com



beautifulmakeupsearch.com



onlinewsj.com



fashionindie.com



soeveningnews.com



nbcnewyork.com



skincareblog.net



sandiego6.com



stiletto magazine.com

PRESS & PLACEMENTS:



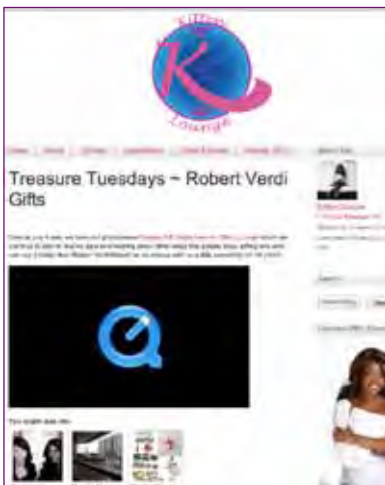
beautybloggingjunkie.com



cnbc.com



fashionstylebeauty.com



kittenlounge.onsugar.com



lacaravelle.com



makeuplovesme.com



thefrisky.com



zimbio.com



kraseybeauty.com

PRESS & PLACEMENTS:



poshmom.com



FOX- Radio



FOX- Radio - Kasa



Kctu/Wichita 43



ABC-KGUN9



Kmov- St Louis



Fox 23



Ksbi 52

PRESS & PLACEMENTS:



KTNV



NBC - KTVE



ABC-NTV



FOX-WFTX



WXBR



WESB



WAVA



WCHE

PRESS & PLACEMENTS:



Wenz Radio



WNLO



WNWO



WSEE



WSET



WSNJ

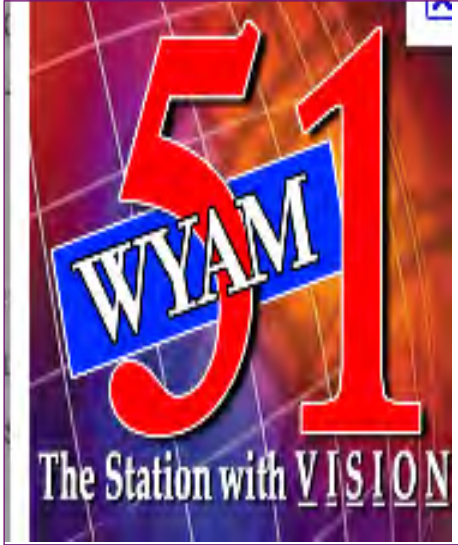


WTSP



WXGM

PRESS & PLACEMENTS:



WYAM



WEXTV