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FOR IMMEDIATE RELEASE

DC GIRLS IN THE KNOW LAUNCHES ONLINE **Bringing Exclusive Offers from Area Businesses**

(Washington, DC, June 24, 2008) -- It's universal, all women love a great deal and they want to be "in the know" on their town's hot spots. DC Girls in the Know (DCGITK) launches online at **www.dcgirlsintheknow.com** to introduce women to select, ultra chic and high quality hot spots with exclusive introductory offers to its subscribers. Each month, top area salons, spas, restaurants, boutiques and more will feature introductory offers of up to 50% off retail prices. Best of all, it's free to subscribe and DC businesses pay nothing to participate, an especially attractive business model given current economic conditions. Consumers get the services and products they want at a discounted cost and businesses get exposure to a new clientele – everyone wins.

For its June launch, DCGITK hit the streets of Georgetown to seek out chic businesses and negotiate introductory offers for its subscriber base. Now, for a limited time, DCGITK subscribers can take advantage of some incredible offers from Erwin Gomez Salon & Spa, SomaFit, Hela Spa, Hook and Tacklebox.

DCGITK appeals to businesses that want to reach new customers in their target demographic in a simple, direct manner and without any advertising costs. Working only with select businesses that are deemed relevant and attractive to the DCGITK subscriber base, exclusive offers are made available for a limited time. Not only do businesses make money from the sale of each of their offers through DCGITK, but they get a new stream of clientele, enticed by a great deal, who have the chance to become repeat customers. Best of all, businesses pay nothing for this opportunity - they provide the offers and DCGITK takes care of the marketing and promotion to a primed audience ready to take advantage of a great deal.

Founded by two Chevy Chase, MD, professionals with over 30 years of combined marketing and advertising experience, Chris Jacobs and Julie O'Brien know firsthand what women want – a great deal and to be "in the know" on area hotspots. Known for their trend setting ways and wide circle of friends, the two marketing professionals founded Girls in the Know LLC to bring exposure to new hot spots and then tell all their friends via online marketing offers. "As marketing professionals we understand the challenges businesses have in reaching their target audience without a large advertising budget. That's why we developed Girls in the Know LLC, to give local businesses an affordable way to reach new customers by bringing women like us the great offers to entice them in the door", says Chris Jacobs, Co-Founder & Owner, Girls in the Know LLC.

About Girls in the Know LLC: An online marketing and advertising company dedicated to packaging the very best offers from premier businesses in metro areas and promoting them to the Girls in the Know subscriber base. First launched June 2008 in Washington, DC with dcgirlsintheknow.com, this service is designed to connect small to medium sized local businesses with their target audience – chic women between the ages of 25 and 55 in metropolitan areas.

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