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**Headline: Abundant Closet wins Start Up Chicks 1<sup>st</sup> Annual Pitch Competition, presents its retail software application at Start Up Riot 2010**

ATLANTA, February 17, 2010 – Abundant Closet is on a roll. Selected as the winner of the Start Up Chicks First Annual Pitch Competition in January, CEO Jody Fennell will present today at Start Up Riot 2010. The company, which has already raised nearly \$300,000 in seed funding, is preparing its social software application, Fashion-Ade, for release in June. “We were thrilled to be chosen as this winner of Start Up Chicks’ inaugural competition, and are excited to have the opportunity to present Fashion-Ade to a larger investment community,” said Jody Fennell.

Fashion-Ade is an online virtual closet and automated personal stylist; through its proprietary garment inventory tool and patent-pending Outfit Engine, the site aims to help women quickly build a virtual closet, and ultimately utilize more of the garments they own by allowing them to view, rate and share thousands of outfit combinations, all based on their actual wardrobe. Proprietary research of more than 1,000 women aged 25-54 who shop online revealed that 58.8% wear less than half of the garments they own. “In this age of the new frugality,” says Fennell, “getting more mileage from what we already own is important for many women – although many of us want to be on trend and still expect to shop, we feel the need, now more than ever, to get more value out of every purchase.”

To help its users on this front, Fashion-Ade presents fashion trends and merchandise for purchase, all of which are highly relevant to a specific end user and the things she already owns and wears; the site will also help its retail partners to better merchandise and market to its end users by gathering user feedback on garments and outfits. By going deep into a user’s closet, the site goes beyond the currently available social-shopping solutions, focusing not on what she intends to buy but instead on what she’s already bought.

“Abundant Closet is a great example of start-up ingenuity by women entrepreneurs here in Atlanta,” stated Jennifer Bonnett, founder of Start Up Chicks and herself a presenter at Start Up Riot 2010. “Although we had a hard time choosing a winner from the 10 great women-backed startups, the viability of the Fashion-Ade business concept and its growth potential, coupled with the credibility of its founders, made this company a solid winner.”

**About XYZ Company**

Abundant Closet was founded in October 2008 and is focused on helping consumers get the most from the things they already own. Jody Fennell, CEO, served as General Manager of Allconnect Interactive, and before that, as VP of Business Development for weather.com, the world’s largest single content site on the internet. As CMO, Ella Dyer brings her more than 20 years experience helping small to medium sized companies to market to an operational role. Fashion-Ade, the company’s application focused on the \$215 Billion women’s clothing and accessory retail marketplace, launches in June 2010 at [www.fashion-ade.com](http://www.fashion-ade.com).

**About Startup Riot**

Startup Riot is an all-day pitch event for startups from all industries, stage of maturity and geographic location. The event connects entrepreneurs with potential investors and buyers. Each year, up to 50 companies are selected through a simple, no-cost application process. Each of the selected companies delivers a three-minute presentation on their value proposition to an audience of potential investors and customers over the eight-hour event.

For more information, visit [www.startupriot.com](http://www.startupriot.com).

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