

FOR IMMEDIATE RELEASE:

Local Brunswick, Georgia “Magic” Dog Makes Good

SONOMA, Calif. – *February 2, 2009* – Red Magic, a Brunswick, GA local hero wins the YapStar Contest with 17012 Votes received from social networking activity and public voting from pet lovers in almost every state in the USA and from England, Germany, Australia, Canada, Norway, Portugal, and Mexico. With Magic's sweet face and beautiful red coat it's no wonder why he had fans cheering him on to be crowned "The YapStar".

Red Magic’s owner, Diana Dunigan, wheelchair bound as a result of an injury in the line of duty while working in Homeland Security, has this to say about Magic and how he won the contest. “

I am just amazed that in less than a year, Magic went from a starved and homeless rescue dog to the "YAPSTAR"!

Everyone from my family and friends to my doctors, surgeons, and nurses, to local and state law enforcement, to government agents helped Magic get the votes he needed to win. He was listed on Facebook, and Twitter and even delivery people, USPS, and UPS drivers would cast a vote for him once they met him and saw how friendly and lovable he was! I sent out "Magic's Daily Vote Reminder" every day to a huge email list. Then, just about everyone on the list forwarded it to everyone on their list and so on. It was truly a viral marketing effort that took on a life of its own.

Magic is such an integral part of my life. He gives me a purpose each day to heal from my surgeries and learn to walk again. I am overwhelmed by the prizes Yapstar has provided that allow me to play and exercise him from my wheel chair and will allow me to go to NYC and see family I’ve not seen for over 14 years. Thank you YapStar for such a great site and contest.”

Magic and Diana are the Winners of a Pet Portrait by Suzanne Berry and a New York City Pet Holiday with airfare for 2 people and a pet. The New York City Pet Holiday is sponsored by Midwest Airlines Premier Pet Program [an airline dedicated to the safety and comfort of pets],



Loews Regency Hotel [a truly pet friendly elegant hotel], Happy Paws Pet Resort, Pet Express Pet Taxi, Wagwear, Gavroche French Restaurant, and Sherpa's Pet Trading Company.

All of these pet friendly establishments have come together to make Diana's and Magic's trip to New York City a weekend of pampering, elegance and one that will be unforgettable. We at YapStar are so happy that it is going to a wonderful woman and beautiful dog, who have had so many challenges in their lives and have met them with grace and kindness to others.

YapStar.com combines 3 of the most loved past times: Pets, Art and Social Networking. Combine that with Local Search and Review and America's recent voting craze and you have YapStar.com! The site is of course for people crazy about their pets, and can get quite competitive. Each contest lasts four months and is decided by the number of votes received which include votes for social activity and public voting.

But YapStar doesn't stop there. This is a place where pet lovers can connect with one another online, share experiences and search and review local pet services, ranging from veterinarians to boutiques and dog-friendly dining in hometowns across the US. YapStar is the equivalent of hanging out at your neighborhood dog park, and asking, "hey, does anyone know of a good vet in town?" and getting the real scoop on the good and bad from a trusted source, a community of passionate pet lovers.

And for the pet lover looking for the coolest pet products out there, check out YapStar Coolpicks Social Shopping. "In the real world we ask our friends and family, 'What products do you use?' to help us discover the products that will be the best for our pets. At YapStar we take the combination of our user's recommendations and our 10 years experience in the pet industry to bring to our users what we consider to be the best of the best pet products. The rest is up to our users, to ask each other, "What do you think is cool?" in a fun, and productive way."

YapStar's new pet contest will start in March 2010.

About YapStar.com

Based in Sonoma, CA, YapStar.com is a local search, social shopping and social networking community designed by pet lovers, for pet lovers and the pet businesses that serve them. Recently awarded the 2009 WebAward for Outstanding Achievement by the Web Marketing Association, its free and unique service is a place for all pet lovers to share, exchange ideas, locate and review pet services in their hometown, and find and rate the coolest pet products. Found online at www.yapstar.com the company provides marketing tools to enable local pet businesses to leverage the power of the Internet to attract new local customers.

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For Interview:

Diana Dunigan and Red Magic,
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To download images of Red Magic and her owner Diana, the winner of the YapStar Contest, go to:

<http://www.yapstar.com/media/media.php>

To view details of what Red Magic won go to: http://www.yapstar.com/content/pet_contest_prizes.php

To find out more about Red Magic, go to:

http://www.yapstar.com/view_pets/profile/pet_webpage.php?pet_id=1517

To view all YapStar Winners, go to: http://www.yapstar.com/content/pet_contest_winners2.php

To download the media kit, go to: <http://www.yapstar.com/media/media.php>

To download an image of the YapStar logo, go to: http://www.yapstar.com/media/logo_yapstar.jpg

For a tour of YapStar.com, go to: <http://www.yapstar.com/prelaunch/tour/tourhome.php>

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