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YapStar, Social Shopping Network Exclusively for Pet Lovers and Pet Businesses

San Francisco Bay Area, CA. YapStar.com, a new social shopping network exclusively for pet lovers let's you explore great product recommendations, share them with your friends and yap about products you like. And if you're a local pet business and you're looking for ways to get people talking about your pet products? The new YapStar social shopping network can help you build buzz.

It's one thing to read customer reviews of a product written by strangers. It's another to get recommendations and feedback from friends and like-minded pet lovers. This is at the heart of YapStar's social shopping network. YapStar is the equivalent of hanging out at your neighborhood dog park, and asking, "hey, does anyone know what pet carrier I should buy for my flight home?" and getting the real scoop on the good and bad from a trusted source, a community of passionate pet lovers. Often, these recommendations are niche products that would not otherwise attract attention because of the limitations of expensive marketing campaigns.

"We're drawing on the knowledge of our users. These are folks who absolutely adore their pets and know what works and doesn't work from every day life. Our users also recommend new and not widely publicized products to us," said Laurie Martin, YapStar's founder and chief executive.

"Our users have eclectic tastes. Among the products made popular by online advocates: [FroliCat BOLT](#), a laser toy that makes cats go wild, [Sleepypod](#), a beautiful designed bed and carrier with a warmer to keep your sweet one cozy , and a [I GO 2 Weekender](#), the only carrier you'll ever need: A backpack, A roller bag with telescoping handle, A car/booster seat, An airline travel bag, and A hand-carried tote."

Simply put, social shopping on YapStar is about customers interacting with one another in order to make better buying decisions. Recommendations are influenced by the community of pet lovers as opposed to advertising dollars which allows small product manufactures to compete

with the big boys. It's not about how much money you spend on marketing, it's about "How Cool is Your Pet Product" and what do your customers really think of your product. Now, with YapStar, word-of-mouth can build buzz that leads to sales.

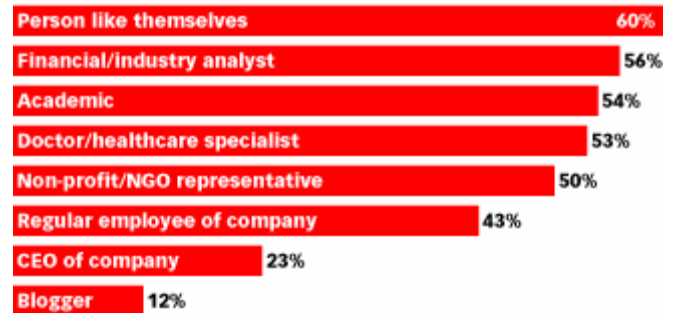
According to E-marketer: "Today, many consumers turn to the Internet to research products —whether they buy on the Web site or later in-store. As they conduct their research, the critical first-step in the purchase decision, consumers assign more credibility to the opinions of other consumers than to paid experts or sell copy.

More and more, social shopping sites are influencing sales, and marketers are increasingly reaching out to the growing number of online consumers who take their shopping cues from their peers by targeting influential product reviewers, bloggers and social shoppers."

[About YapStar.com](#)

YapStar.com is a social networking community designed by pet lovers, for pet lovers and the pet businesses that serve them. 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. To create buzz, YapStar.com hosts 3 contests a year. YapStar's new pet contest started September 20, 2009 and runs through January 31, 2010 and the prizes just keep getting better: a New York City Pet Holiday with roundtrip airfare for 2 and a pet sponsored by Midwest Airlines, Loews Regency Hotel and others as well as a pet portrait are the prizes for the first place winner along with 30 of the coolest pet products for other winners. 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.

Credible Sources of Information about a Company according to US Opinion-Elite Consumers*, October-November 2007 (% of respondents)



Note: n=400 ages 35-64; includes responses of 6-9 on a scale of 1-9 with 9 being highest; *college graduates with household incomes in the top 25% of their country and a significant interest in, and engagement with, the media, business news and policy affairs
Source: Edelman, "2008 Edelman Trust Barometer," January 22, 2008

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www.eMarketer.com

To view press release, go to: http://www.yapstar.com/media/media_press_coolpick.php

To view current contest prize details, go to: http://www.yapstar.com/content/pet_contest_prizes.php

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

To register your pet, go to: <http://www.yapstar.com/register/register1.php>

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

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