



FOR IMMEDIATE RELEASE

GIRLS CHOICE, INC. LAUNCHES NEW WEB-BASED PERSONAL NETWORK PORTAL FOR PRE-TEEN GIRLS

No-Labels-for-Girls philosophy offers an online safe haven that encourages pre-teen girls to make their own choices, focus on their strengths, be proud of their abilities, find their own identities, maintain their individuality, and much more

Santa Barbara, Calif. - October 10, 2007 - Girls Choice, Inc., a woman-owned company dedicated to providing pre-teen girls with wholesome, safe, positive and educational alternatives that promote self-awareness and develop individual identity, today announced the launch of its new Girls Choice, Inc. personal network portal website – www.girlschoiceinc.com.

The Company's Web site and personal network portal – www.girlschoiceinc.com – advocates a fresh *No-Labels-for-Girls* philosophy and offers age-appropriate games and topical discussions on art, culture, fashion, sports, health and academics. Through a guardian-approved subscription, girls can submit photos, writings and drawings. Merchandise supporting the Girls Choice theme is also available. In mid-2008, GIRLS CHOICE will launch a companion monthly magazine – *Girls Choice Magazine* – that will parallel the same target market, mission and values.

Frustrated with the tremendous void of socially-conscious, empowering, and uplifting resources for girls ages 7-12, Girls Choice co-founders Sandy Widstrup and Lizz Grabowski are committed to offering more positive influences through print and online access in this untapped demographic.

"Girls Choice encourages pre-teen girls to concentrate on their strengths and be proud of their abilities," said Sandy Widstrup. "Our mission is to be informative, fun, exciting, and educational. As mothers ourselves, we are concerned about the negative influences on young girls today and want to help prepare our audience for the real world without crossing any *lines*. Because it is a special time for them to explore their talents and *live in the moment*, we advocate that they see that they are all special. And, because we promote children to *be children*, our Web site and magazine won't have stories about boyfriends, first dates, kisses or major crushes."

Founding partner Lizz Grabowski asks the question..."Do you remember when your daughter first got into the **why** stage? Girls Choice helps answer those questions because we believe that in order for girls to make good choices they must understand the reason one decision may be good while another may not. They're more likely to make a better choice when they're well informed. Because Girls Choice wants its audience to understand that they are individuals, unique and special, it is important that they not be labeled by anyone. It's their choice to be athletic, trendy, preppy, tom-boyish or all or none of these things. Girls Choice will help girls avoid allowing their friends to decide where they fit but rather be comfortable with themselves and their choices."

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About Girls Choice, Inc.

GIRLS CHOICE, INC. is a woman-owned company dedicated to providing pre-teen girls (ages 7-12) in the U.S. with wholesome, safe, positive and educational web and print alternatives that promote self-awareness, develop unique identities and maintain individuality. The Santa Barbara, Calif.-based Company was founded by two moms whose vision provides positive influences for girls everywhere. GIRLS CHOICE a unique panel of three female pre-teen advisors whose perspectives maintain age-appropriate content. The Company's Web site and personal network portal – www.girlschoiceinc.com – advocates a fresh **No-Labels-for-Girls** philosophy and offers age-appropriate games and topical discussions on art, culture, fashion, sports, health and academics. Through a guardian-approved subscription, girls can submit photos, writings and drawings. Merchandise supporting the Girls Choice theme is also available. In mid-2008, GIRLS CHOICE will launch a companion monthly magazine – *Girls Choice Magazine* – that will parallel the same target market, mission and values. *Girls Choice Magazine* will provide a variety of sports, entertainment, academics, humor, nutrition and literacy features. For more information please email: info@girlschoiceinc.com; subscriptions: subscribe@girlschoiceinc.com; or advertising: advertise@girlschoiceinc.com, or call: (805) 886-8321.

MEDIA CONTACT: Pat Dwight - SDA
(949) 494-0424
pat@sda.bz

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