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GIRLS CHOICE, INC. INTRODUCES ITS CONSULTING PANEL OF EXPERTS

Tween Team of Experts Embody the Girls Choice Little Engines That DO!

Santa Barbara, Calif. - October 29, 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, is pleased to formally introduce its three Consulting Panel Experts.

Caring and smart, Girls Choice, Inc. ambassadors Sierra, Ashleigh, and Megan all love school and are honor roll students to prove it. While they share other strong similarities, each has been uniquely shaped by their own life experiences; it is those different perspectives that are so vital to the Girls Choice, Inc. message.

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 writings and photos. 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.

“These girls embody the essence of Girls Choice because they don't care about cliques or labels, and they aren't prejudiced against those who have different backgrounds, interests, or talents,” said Girls Choice co-founder Sandy Widstrup. “Multi-dimensional in every way, each of our Expert Panel represents the dissolution of the stereotypical girl. Through them we learn that a girl can be gracious and adhere to the rules, but still know how to get dirty and have fun; she can thrive in the arts yet still enjoy sweating it out on the basketball court; or, she can be a tom-boy that wears pink and loves manicures. The power of these girls' dreams and talents break through the limitations of labels and give strength to the choices that they will ultimately make,” Widstrup concluded.

Sierra, nine years old, and her younger sister Coya live with their mother Lizz, but they spend weekends with her stepfather, whom she considers her dad. Due to her solid, consistent and nurturing home life, Sierra understands the importance of warmth and love, two very important elements that have shaped the way she treats others. Although young, she is already a humanitarian who loves to rescue stray animals and give to others who are less fortunate. Her friends turn to her when they need a trustworthy, compassionate ear; and Sierra's politeness invites every one to be around her.

Because of her love for fashion, some might think that Sierra is a girly-girl, but that would be a shortsighted assessment—she is so much more. She has dreams of being a writer, a vet, or a singer. Her grandmother, a professional singer, has nurtured Sierra's natural vocal talent, and someday Sierra would like to entertain others as well. She is a girl who follows the rules, but is never afraid to get dirty. Sierra defies any attempt to be pigeonholed.

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Fellow nine-year-old **Ashleigh** also harbors a distinct creative bent. Whether its drawing, painting, writing, dancing, or singing, she revels in all things artistic, and her abilities set her apart from others. Recently, she has joined a local singing/dancing group to strengthen her talents as a performer.

As a nature lover, Ashleigh's favorite tree is the Redwood, and she has a vested interest in the rain forests and jungles on our planet. She cares deeply for all that live in the natural world, both creatures and plants. Her two dogs Ripley and Amber benefit from Ashleigh's love for animals; and they give back to her by making her laugh and providing a source of companionship. Ashleigh and her little brother Noah live with their father, but she sees her stepmother Sandy often. They both are incredibly close, and through that strong connection Sandy's family has become Ashleigh's family.

Nine-year-old **Megan** also splits her time between two blended families. In all, she has four brothers and one sister. Even though she has a busy family life, Megan finds time for all of the activities that she loves. She plays soccer and basketball; and she is an avid swimmer, having this past summer participated with her local junior lifeguard team. This keen interest in sports has been developed by her mother, with whom she hikes and runs. As an athlete, her mother runs in marathons, and her maternal grandmother has participated in several Iron-man triathlons—a goal Megan hopes to one day accomplish.

While very active, Megan also enjoys relaxing when getting manicures and pedicures. Even though she might be considered a tomboy, when she's not diving into a pool or kicking a ball on the field, she loves to wear skirts and anything pink. Megan applies the same amount of tenacity, energy, and commitment to sports as she does toward her schoolwork. She consistently works hard and fully focuses on the task at hand until it is finished, resulting in a successful active and scholastic life.

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 employs 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 writings and photos. 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.

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