

FOR IMMEDIATE RELEASE

Contact: Alicia Ward
NaturallyCurly; 512.371.7545 ext. 305

*NaturallyCurly expands network and content coverage
with acquisition of CurlyNikki.com*

NATURALLYCURLY, THE LEADING SOCIAL NETWORK AND COMMUNITY SITE FOR PEOPLE WITH CURLY, WAVY AND KINKY HAIR, ANNOUNCES ACQUISITION OF A TOP NATURAL HAIR BLOG, CURLYNIKKI.COM, CREATING A BROADER REACH OF AN ENGAGED COMMUNITY AND ADDING AN INSPIRING CONTENT EXPERT TO ITS GROWING TEAM.

Austin, TX – September 16, 2010 – NaturallyCurly, (NaturallyCurly.com) the leading social network and community site for people with curly, kinky and wavy hair, announced today that it is teaming up with blog CurlyNikki.com to further expand its curl network, growing its overall reach by 30% and monthly network visits to 1.2 million.

NaturallyCurly's network already includes CurlStylist.com, a professional community for stylists servicing curly haired clients, and CurlMart.com, an e-commerce boutique showcasing more than 50 different brands and 500 community-vetted products. With the addition of CurlyNikki.com, NaturallyCurly will be adding the leading natural hair expert to its network.

"We are thrilled to include CurlyNikki.com into our family," said Crista Bailey, CEO of NaturallyCurly. "In less than two years, CurlyNikki.com has become the leading natural hair blog. Her inspiring mission in helping those with natural hair embrace their real beauty is in line with NaturallyCurly's overall philosophy of encouraging people to lead a healthier, happier life by embracing their hair -- be it curly, kinky, wavy or straight."

Servicing an existing, growing community of more than 100,000 unique visitors, CurlyNikki.com features community and celebrity interviews, styling tips, how-to videos and inspirational stories – all to help the community be *naturally glamorous*.

"I learned to love my natural hair thanks to the community at NaturallyCurly.com!" said Nikki Walton, founder of CurlyNikki.com. "This is a natural extension of my existing working relationship with the NaturallyCurly team, and I'm delighted to join the family. I am confident that CurlyNikki.com readers will appreciate and benefit from our association with the leading community for curlies."

About NaturallyCurly

Founded by curly journalists Michelle Breyer and Gretchen Heber, NaturallyCurly is a network of sites that informs, empowers and unites a community of people brought together by a common



interest – curly hair. The flagship brand, NaturallyCurly.com, attracts 450,000 monthly engaged, influential consumers creating user-generated content on a daily basis – boasting more than 30,000 photos, product and stylist reviews and 30,000 monthly forum posts. The network includes CurlStylist.com, a professional community especially for stylists servicing the curly clientele, and CurlMart.com, a boutique e-commerce site showcasing more than 50 brands and 500 community-vetted products. The entire network logs 800,000 monthly visits from an average of more than 200 countries worldwide, all finding the common thread – a curl, kink or wave – that bonds them together.

About CurlyNikki.com

Founded by Alicia Nicole Walton in 2008, CurlyNikki.com is an active blog within the natural hair community. Nikki, a licensed psychotherapist, created the blog to serve as an online “hair therapy session” for those with natural hair struggling to embrace their natural hair. The site inspires, educates and motivates anyone wearing his or her hair naturally. Servicing an existing, growing community of more than 100,000 unique visitors, the site features community and celebrity interviews, styling tips, how-to videos and inspirational stories. CurlyNikki.com is the leading natural hair expert in the blogosphere, encouraging people everywhere to share their experiences, frustrations and triumphs of being *naturally glamorous*.

Contact:

Alicia Ward
NaturallyCurly
Press@naturallycurly.com
512.371.7545 x 305

NaturallyCurly.com/recent-press