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FOR IMMEDIATE RELEASE

**LOUNGELUXE OFFERS A CORNICOPIA OF TREASURES FOR LADIES
WHO LOVE TO SHOP**

New Website Offers an Assortment of Unique Products With Feminine Appeal

August 25, 2007 — New website Loungeluxe offers an assortment of goods just for women. The site brings together hand-picked independent retailers from all over the web who focus on products with feminine appeal. This makes for a high-quality selection of handbags, bath and body products, apparel, jewelry and more.

These days, when women are shopping for a purse or pair of earrings, they usually turn to department stores, big box chains, or large, well-known, online retailers. Loungeluxe is different because the products it features are available from smaller, independent retailers. Products that can be found on Loungeluxe cannot be found in your average mall or big box store and this allows shoppers to find something special for themselves or the women in their lives that not everyone has. This niche site will enable shoppers to find the uncommon clothing, accessories and personal care products that are essential to developing a signature style.

Consumers will find an array of goodies, from skin care products to handbags. Some of the retailers featured on Loungeluxe include jewelry designer Bel Bacio and Bidwell Botanicals, a maker of bath and body goods.

About Loungeluxe

Loungeluxe offers handbags, jewelry, apparel, skin care products and other goodies for girls. Our retailers specialize in luxurious and stylish products. Loungeluxe itself is not a retailer, but merely a portal to help shoppers find fun stuff. Loungeluxe is owned and operated by Merkell, a provider of online shopping portals. For more information please visit <http://www.loungeluxe.com>.

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