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-For Immediate Release-

**New Daily E-Newsletter to Revolutionize How Charlotte Women Stay
“In The Know”**

CHARLOTTE, NC - May 27, 2009 – The first of its kind in Charlotte, www.waxMAMA.com catapults the Queen City into the ranks of the “big leagues” by bringing the Queen City directly to your inbox every morning. Cities such as New York, Boston and Atlanta have similar services, but Charlotte was just not quite big enough, until now.

This exclusive daily e-newsletter, written by female Charlotte insiders, is designed to keep the ladies of the Queen City completely “in the know” about all that is fabulous in and around the city, according to its founder and editor, Brooke Gibson. Hence the tagline “An inbox full of Charlotte awesome...”

“We’ve spoken to hundreds of women around Charlotte. We realized that they are incredibly busy and don’t have time to keep up with emerging local fashion designers, jewelry, stores, art, services, restaurants, and so on. Charlotte is growing at an amazingly fast pace and is ready for a one-stop-shop that gives women access to all of the newest happenings around town,” Gibson observes. “www.waxMAMA.com provides a daily scoop for anything and everything that women need to know about. If we hear ourselves say “AWESOME!” then it’s confirmed that we want you to know about it too.”

The publication’s name was inspired by a phrase used by Gibson’s long-time friends, indicating a woman who “changes, or molds something for the better.” As far as

Gibson is concerned, she hopes to completely “waxmama” Charlotte by bringing her site to the city.

Potential daily “hot” topics include, but are not limited to, makeup, fashion, sex, restaurants, art, services, volunteer opportunities, events, and gifts. Gibson hopes to keep the information fresh, however, regardless of the topic. Her team, “The Waxmamas,” is constantly scouring the city to find the coolest and best things to enhance and jazz up your lifestyle.

“Our hope is to not only keep the wonderful “waxmamas” of Charlotte in the know, but to help our local businesses thrive. This is a time when we all need to work together to help each other succeed,” Gibson says. “I’ve never believed in something as much as I believe in our mission with waxMAMA.com.”

The daily e-newsletter is published everyday to subscribers. To subscribe, please log on to www.waxMAMA.com. To submit editorial suggestions, please email info@waxmama.com.

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