

STEARNS DWIGHT & ASSOCIATES TO MANAGE MARKETING AND PUBLIC RELATIONS SERVICES FOR GIRLS CHOICE, INC.

Laguna Beach, Calif. — Oct. 15, 2007— Stearns Dwight & Associates (SDA), a Southern Calif.-based public relations and marketing services agency, providing marketing solutions and PR consulting services to small and mid-sized companies, today announced that 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, has selected SDA as its agency of record.

With the launch of Girls Choice, Inc.'s Web site (soon to be followed by a companion magazine), co-founders Sandy Widstrup and Lizz Grabowski have employed SDA's services to create a powerful marketing and PR program that gives a voice to the Company's *No-Labels-for-Girls* philosophy.

This carefully tailored communications campaign will build consumer and media awareness of Girls Choice, Inc. and its Web site, which offers age-appropriate games and topical discussions on art, culture, fashion, sports, health and academics aimed at pre-teen girls, ages 7-12. SDA's comprehensive, multi-level marketing and publicity program will also guide the introduction of the Company's magazine—*Girls Choice Magazine*—planned for launch in early 2008 will parallel the same target market, mission and values.

"Before making our selection we interviewed several other PR /marketing firms," said Sandy Widstrup, Girls Choice, Inc. co-founder. "We chose associates of SDA for their professionalism and passion. We have been very happy since SDA has come on board and we are confident that Girls Choice, Inc. will now have sure-footing in this competitive market," Widstrup said.

"We are just delighted to be working with Girls Choice, Inc.!" SDA vice president Pat Dwight said. "Not only do we respect its message, but we firmly believe that it has a very relevant place in today's world as a safe, age-appropriate alternative for young girls to learn, have fun and develop respect for themselves and others. We look forward to bridging a relationship between the Company and the public at large," Dwight concluded.

About Stearns Dwight & Associates

Founded in 1999, Stearns Dwight & Associates (SDA) offers full-service marketing solutions and public relations consulting to small and medium-sized companies in the technology, home building and real estate markets, as well as a variety of other commercial and industrial segments. Through the imaginative and award-winning writing offered by SDA, client's messages reach their target audience quickly and affordably. SDA specializes in Public Relations, Media Relations, Sales Collateral, Feature Articles, Biographies, Newsletter Writing, Trade Show Writing, and Web site Copywriting.

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.

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