



STYLINITY PARTNERS WITH THE PINK AGENDA TO GIVE SHOPPERS AND BREAST CANCER ADVOCATES MORE REASONS TO BE THANKFUL

"Selfies Save the World" Philanthropic Program Makes a Difference With Shoppable Selfies

NEW YORK, NY (November 25, 2014) – Can “selfies” save the world? **Stylinity** answers a resounding “yes”! Today Stylinity, the new app that makes selfies shoppable, kicks off their philanthropic partnership with **The Pink Agenda**, a not-for-profit 501(c)(3) organization committed to raising money for breast cancer research.

Through its new “Selfies Save the World” program, Stylinity will donate 25 percent of net profits from any resulting purchases from The Pink Agenda-tagged selfies. In addition, \$2 from every specially-designed Selfie Stage™ sold will be donated to the organization, and supporters can “Donate Now” on the dedicated SelfiesSaveTheWorld.com website or via a button on any The Pink Agenda-tagged selfie.

“Selfies sometimes get a bad rep. But, with Stylinity and the newly-launched Selfies Save the World campaign, we’re excited to show that they’re simply a form of self-expression, capturing moments of our lives, and that includes supporting the greater good,” said Tadd Spring, CEO of Stylinity. “The new program combines social commerce and social good, and allows people to shop, snap and share their way to a better world.”

“The Pink Agenda is pleased to be the premier philanthropy partner for Stylinity’s ‘Selfies Save the World’ platform,” says Samantha Golkin, breast cancer survivor, activist and Board Member of The Pink Agenda. “We are thankful to kick-off this innovative program to help us raise money, raise awareness and raise hell to help women with breast cancer this holiday season.”

About Stylinity

Stylinity is the first company to make Selfies shoppable. Harnessing the power of 80 Million Millennials and the 100 Million Selfies they take daily, customers shopping at their favorite stores enjoy simplified, product-specific tagging using Stylinity’s mobile app. Users can share their new Selfie across favorite social networks, and get rewarded for the purchases they influence. www.stylinity.com

About the Pink Agenda

The Pink Agenda is a not-for-profit 501(c) (3) organization committed to

raising money and awareness for breast cancer research and care among young professionals. Born of the belief that engaging today's generation can go a long way toward finding tomorrow's cure, The Pink Agenda finds, funds, and partners with people and programs that are improving the lives of those suffering from breast cancer and conducting groundbreaking research necessary to improve the odds. <http://www.thepinkagenda.org>

#

Media Contact:

Helen Allen/Meryl Cooper, Allen/Cooper – info@allencooper.com / 212-260-8100