

**UPTOWN SCOOP.COM ANNOUNCES
UPTOWN SCOOP 2008 ALL-STAR AWARD HONOREES**

ATLANTA (February 1, 2008) – Uptown Scoop.com (www.uptownscoop.com), the free daily lifestyle e-mail guide targeted to women in business, recently held its *2008 Uptown Scoop All-Star Awards* to recognize key leaders for their initiative and meaningful contribution to enhance the careers of women.

Uptown Scoop and the Atlanta Dream, the Women's National Basketball Association expansion team recently awarded to Atlanta, have formed an alliance to co-host the WNBA Atlanta Dream "Women to Women" networking events for women in business. To commemorate their partnership, the Uptown Scoop All-Star Awards, presented in conjunction with the WNBA Atlanta Dream, were given to fourteen key leaders of Atlanta organizations and businesses dedicated to advancing women in business.

Recipients of the Uptown Scoop 2008 All-Star Awards include leaders of corporate women's affinity or networking programs (AT&T, Bank of America, Coca-Cola, Delta, GE Capital Solutions, Georgia-Pacific, Home Depot, KPMG,LLC and UPS) as well as leaders of PINK Magazine, Skirt! Magazine, eWomenNetwork and Atlanta Women's Foundation.

The awards were presented by Uptown Scoop CEO Lynne Homrich, Uptown Scoop Vice President Joiel Alexander and Atlanta Dream general manager and head coach Marynell Meadors.

"It is an honor to recognize and reward these powerful role models," Homrich said. "Not only do these women exemplify the Uptown Scoop and WNBA shared values of commitment, excellence and teamwork, each honoree, in her effort to guide, enhance and advance women in business, is making a tremendous and important difference to women in the workplace, and embodies what it means to be a true star."

"We are pleased to associate with Uptown Scoop's brand, voice and dedication to women, and are truly enthusiastic about our alliance to present this award," said Paige Blankenship, Vice President, Marketing & Business Development WNBA Atlanta Dream.

An invitation only event to honor award winners was held January 31, 2008 at Tiffany & Co., Phipps Plaza. A Meet and Greet "Breakfast at Tiffany's", sponsored by Smart Samantha.com, preceded the awards ceremony.

About Uptown Scoop

Delivering the scoop daily and directly to the e-mail in-boxes of those with an eye for style and a need to succeed, Uptown Scoop is the online guide to what's hip, hot and new for women in business, including fashion that works at work, stylish office décor, recently released gadgets and professional resources to enhance the multi-dimensional, busy lives of working women.

Founded in 2007 by former Home Depot Vice President of Human Resources Lynne Fair Homrich, Uptown Scoop is revolutionizing the way that modern, influential businesswomen stay up-to-date on

Judy Agerton, AT&T, Director – Southeast Operations, Customer Information Services (President and CEO, Women of AT&T, Atlanta Chapter)

Amy Brady, Bank of America, Network Computing Group Vision Transformation Executive (Executive Sponsor of Bank of America Atlanta LEAD for Women)

Katie N. Davis, Home Depot, Senior Manager, Merchandising Operations (Home Depot Women's Initiative)

Stephanie Davis, Skirt! Magazine, Editor, Atlanta

Mary Ann Green, Delta Air Lines, Vice President Airline Operations Systems, Delta Technology (President of Delta Women's Employee Network)

Cynthia Good, Founding Editor and Genevieve Bos, Founding Publisher, PINK Magazine

Tracey Rice, The Coca-Cola Company, Director, Technical Stewardship (President of The Coca-Cola Women's Forum)

Randi Menkin, UPS, Director of Workforce Diversity (Coordinator UPS Women's Leadership Development)

Sheila Weidman, Georgia-Pacific, Vice President of Corporate Communications & Marketing (Mentor through Leadership Atlanta for the L.E.A.D. Atlanta program)

Deborah Richardson, CEO of The Atlanta Women's Foundation

Christine T. St.Clare, KPMG LLP, Advisory Partner, Southeast Leader for Markets, and Southeast Industry Leader for Consumer Markets (Founding Member of KPMG's Women's Advisory Board and Executive Champion for Southeast KPMG Network of Women (KNOW))

Susan Steel, GE Capital Solutions, Commercial Distribution Finance, Vice President, Structured Finance, Asset Based Lending (GEWN – GE Women's Network)

Donna Willard, eWomenNetwork, Executive Managing Director, eWomenNetwork-Atlanta

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