

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

WASHINGTON, DC (March 18, 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 Washington Mystics have formed an alliance to co-host the Washington Mystics' pre-game "Women to Women" networking events for women in business. To commemorate their partnership, the Uptown Scoop All-Star Awards, presented in conjunction with the Washington Mystics, were given to ten key leaders of organizations and businesses dedicated to advancing women in business.

Recipients of the Uptown Scoop 2008 All-Star Awards include influential leaders from several prominent businesses and organizations, including Booz Allen Hamilton, Diversity Search Ray & Berndtson, eWomenNetwork, Freddie Mac, Greater Washington's Women's Network, Ladies Who Launch, McMillon Communications, Inc., PricewaterhouseCoopers, and Tom Sawyer Company.

The awards were presented by Uptown Scoop CEO Lynne Homrich, Uptown Scoop Vice President Joiel Alexander and Washington Mystics president and managing partner Sheila C. Johnson.

"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," Marty Lerner, Director of Corporate Partnerships, Washington Mystics.

An invitation only event to honor award winners was held March 13, 2008 at Tiffany & Co., Chevy Chase, MD. A Meet and Greet "Breakfast at Tiffany's", sponsored by Tiffany & Co., 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 trend-worthy matters relevant to their careers and lives.

Frances Crespo, Regional Director, Ladies Who Launch Metro DC (VA/DC/MD) and Founder & President of The Full Cup and FC2 Enterprises Inc.

Edie Fraser, Chair Diversity Practice & Managing Director, Diversity Search Ray & Berndtson

Laurene Gallo – Booz Allen Hamilton, Partner Sponsor for “The Women’s Forum” and Women In International Security

Mary Greene, Executive Director, Greater Washington Women’s Network (GWWN) an affiliate of the National Association for Female Executives, NAFE

Joanne McDonough, Director in the Office of Diversity, PricewaterhouseCoopers LLP, (US Women’s Networking Circles Leader (WNC))

Doris E. McMillon, President, McMillon Communications, Inc and Best Selling Author

Marcia A. Presberry, Senior Director, Freddie Mac, Six Sigma Black Belt / Enterprise Services / Multifamily Division (Chairwoman, Women’s Interactive Network (WIN))

Carolyn Sawyer – CEO, Tom Sawyer Company, author “Forget the Glass Slipper Build Your Own Castle: 10 Traits of a Million Dollar Business”

Susan Wight, Marketing Diva LLC, Regional Executive Director, eWomenNetwork

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