

FOR IMMEDIATE RELEASE:

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PMbuzz.com “The Nightlife Social Network” successfully launches to the NYC public

Presented by vitaminenergy™ and Hosted By PEREZ HILTON

www.PMbuzz.com

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NEW YORK, NY – Last night, www.PMbuzz.com, the world’s premiere nightlife social networking site, officially launched to the New York City public at a packed party hosted by Perez Hilton, the infamous Hollywood blogger and rising television star. The party, sponsored by glacéau **vitaminenergy™**, took place at The Grand, where hundreds of excited Manhattanites gathered to celebrate the arrival of PMbuzz.com, the new nightlife destination. This was PMbuzz’s inaugural launch event; with subsequent roll-outs planned in other major U.S. markets over the coming months.

PMbuzz.com was created to fill a gap in online media for the nightlife scene. With the growing popularity of the ability to connect and interact online, the concept of a niche social network designed specifically for nightlife enthusiasts was born. PMbuzz.com brings entertainers, clubs, promoters, DJ’s and club-goers together in ONE destination, ultimately keeping everyone in the loop of what’s hot in the city on any given night.

Since the site went live only a couple of weeks ago, membership sign-ups have been increasing at an exponential rate and the networking capabilities have proven themselves. DJ’s have made connections (and thus secured gigs) by linking with clubs online and club-goers have streamlined their nightly event-planning, by determining which ‘crowds’ will be at which clubs, and when. Additionally, members of the site can take full advantage by creating user profiles, identifying “friends”, sharing media, blogging, perusing photos from past clubbing events, and discovering what’s going on in the New York night scene.

Last night’s party attracted many local celebrities, confirming the high-profile interest in PMbuzz.com. Celebrity supporters who turned out for the Red Carpet event included: Nole Marin (America’s Next Top Model), Austin Scarlett (Project Runway), Tia Walker (Blogger), Zach Galligan (Actor), Malan Breton (Project Runway), and of course the evening’s host, Mr. Perez Hilton himself.

Perez, known for his quick and successful rise to the top in the blogosphere, made a fantastic partner for the event with his internet-savvy and his genuine appreciation for the concept behind this site. His help, combined with ample product from the Official Sponsor, **vitaminenergy™** (from the maker of **vitaminwater®**), got last night’s crowd excited about the release of this new nightlife social networking tool.

On the success of the evening, Danny Epstien, President and Co-Founder of PMbuzz.com said *“Having Perez Hilton, a huge force on the web, host and validate the concept behind our social network was a fantastic kick-off to what is an exciting new force in niche social networking sites. Tonight’s huge turnout was proof that a site like PMbuzz.com is a welcomed resource by clubbers everywhere”*.

For press inquiries, photos of the event, or more information, please email pmbuzz@AMP3pr.com or call 646-827-9594. To see PMbuzz.com in action, visit www.pmbuzz.com.

About PMBuzz.com

PMbuzz.com was developed by Billboard Bands LLC, founded in 2006 and best known as the exclusive provider of advertising-supported wristbands to 210 nightclubs in the top 21 U.S. markets. Billboard Bands' focus on the nightclub space – and the upwardly mobile club-goers – spawned the idea of PMbuzz.com, and the opportunity to create the first social network site geared to the same audience. Billboard Bands is headquartered in South Norwalk, Connecticut. For more information, call (203) 454-4979 or visit the company website, www.billboardbands.net.

