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FOR IMMEDIATE RELEASE:

VITAMIN ENERGY PRESENTS THE LAUNCH OF PMBUZZ.COM

HOSTED BY PEREZ HILTON

“The Nightlife Social Network”

www.PMBuzz.com

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NEW YORK, NY – On Thursday night, August 9th, www.PMBuzz.com, the world’s premiere nightlife social networking site, will officially launch to the New York City public at a party hosted by Perez Hilton, the infamous Hollywood blogger and rising television star. The party, sponsored by Glaceau’s new “vitaminenergy”, will take place at The Grand, one of NYC’s most exclusive clubs. This will be the inaugural launch event for PMbuzz.com; subsequent roll-outs to other major U.S. markets (and nightlife hubs) are planned for the coming months.

PMBuzz.com’s introduction takes place at a breaking point in the evolution of social networking sites. Currently dominated by mass-appeal sites such as MySpace and Facebook, social networks are budding from broad, diffused communities to emerging niche, focused networks that speak to specific interests and lifestyles. To date, existing nightlife websites have focused on providing information about club events, concerts, and performances; but no one site has built a social network exclusively around nightlife -- until now, with the launch of PMbuzz.com. Designed explicitly to serve the metropolitan nightlife community, Pmbuzz.com has created THE destination for nightlife enthusiasts, club venues, promoters, and entertainers to interact.

Each feature of PMbuzz.com is designed to appeal to the entire nightlife community. Members of the (free) website create user profiles, identify “friends”, share media, blog, peruse photos from past club events, and discover what’s going on in the New York night scene. Members can see who’s going where, who’s “spinning” and promoting where, and how to get on the VIP lists to ensure door entrance.

Fittingly for a nightlife site, the PMBuzz.com launch event will be complete with celebrity host, Perez Hilton, free VIP admission for PMbuzz.com members and special guests and an open champagne bar. The party is sponsored by Glaceau’s ‘vitaminenergy’, Vitamin Water’s new take on energy drinks, a brand (similar to PMbuzz.com) that is also devoted to reshaping the nightlife scene. Insisting that ‘Nutrients are the New Energy’, Glaceau has introduced ‘vitaminenergy’, aptly positioned to improve and energize the nightlife experience by providing healthy ingredients to liquid refreshments.

Perez Hilton promises to add lots of energy to the party. Best known as a celebrity blogger, Perez was recently described by *The New York Times*, as a “hard-to-ignore Hollywood player”. Perez has engendered fame (and notoriety) as a mogul in the blogging world, drawing 2.6 million monthly unique visitors to his site. Ranked among the top 10 entertainment news sites, according to Com Score, Perez Hilton.com is best known for Hilton’s musings about celebrities’ nightly mishaps. When asked about Perez, Danny Epstien, President and Co-Founder of PMbuzz.com said “*Being a huge fan of Perez Hilton.com, I’m thrilled to have Perez host our*

party and help put our new social network on the map for nightlife goers. Together with “vitaminenergy”, the launch of PMbuzz.com to the nightclub social scene will surely be a night to remember”.

The launch event will be held at The Grand (41 East 58th Street between Madison and Park Avenues) on Thursday, August 9, 2007 from 9:00-11:00pm. There will be Step and Repeat red carpet entrances and open champagne bar from 9:00-10:00pm. PMbuzz.com members will be admitted free between 9:00 and 10:00PM. Discounted “Vitaminis” will be served all night long (‘vitaminenergy’ and vodka). For press inquiries, more information or to RSVP for the event, 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.

