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**FOR IMMEDIATE RELEASE**

## **Gilt Groupe Launches Men's Category with John Varvatos Inaugural Sale**

### **Top Men's Brands Added Following Successful Debut of Women's Sales**

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New York (April 15, 2008) – Gilt Groupe ([www.gilt.com](http://www.gilt.com)), which provides access by invitation only to coveted fashion and luxury lifestyle brands at prices up to 70% off retail, announced today the launch of its new Men's category; the first mens's sale is scheduled for Wednesday, April 16<sup>th</sup>, commencing at 12:00 PM EST. All Gilt Groupe sales are 36 hours and feature hand-selected items from one designer. The launch of the Men's category complements the 70 + fashion and luxury brands that have been featured on [www.gilt.com](http://www.gilt.com)

Gilt Groupe launches their Men's category with John Varvatos, a designer who's universally appealing sportswear has earned him top honors including the Council of Fashion Designers of America's 2005 Men's Designer of the Year and Designer of the Year. Additional men's sales include Hickey, Dolce & Gabbana, Lambertson Truex, Bobby Jones, John Hardy and Earnest Sewn. All upcoming sales are announced through the Gilt Groupe's website as well as a weekly e-newsletter.

"Gilt Groupe is the first website to offer men the most desirable designer clothing and accessories at 50-70% off of retail," said John Auerbach, Director, Men's division. "Gilt Groupe affords members the finest brands, ultimate convenience, ease of service, and great value."

Gilt.com is able to offer the finest designer fashions and accessories by way of its partnership with the CFDA, providing its members a discrete, efficient distribution channel for excess inventory, overstock, and vendor returns.

#### **About Gilt Groupe**

Headquartered in New York, Gilt Groupe provides access by invitation only to men's and women's coveted fashion and luxury lifestyle brands at prices up to 70% off retail. Each 36-hour sale features hand selected items from just one designer. Past sales include Valentino, Diane von Furstenberg and Dolce & Gabbana. As preview of every upcoming sale, Gilt Groupe's production team creates a short reel showcasing must-have pieces and the featured designers or brand.

Founded in November of 2007 by Alexis Maybank, formerly of EBay and Alexandra Wilkis Wilson, formerly of Bulgari and Louis Vuitton, Gilt Groupe has forged a partnership with the CFDA and recently sponsored Mercedes Benz Los Angeles Fashion Week. Investors include leading venture capital firm Matrix Partners as well as Kevin Ryan, former CEO, DoubleClick, and Dwight Merriman, former CTO and Founder, DoubleClick.

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