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FOR IMMEDIATE RELEASE

**Gilt Groupe Launches Children's Category with Lucy Sykes Inaugural Sale
Top Children's Brands Added Following Successful Debut of Women's and Men's Sales**

New York (June 25, 2008) – Gilt Groupe (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 Children's category; the first Children's sale is scheduled for Tuesday, July 15th, commencing at 12:00 PM EST. The launch of the Children's category complements the 100+ men's and women's fashion and luxury brands that have been featured on www.gilt.com.

Gilt Groupe will be offering a variety of styles and sizes for the tiniest tots to little ladies and gents. In true Gilt Groupe style, their buyers have hand-selected pieces from the hottest names in children's fashion to bring an impressive lineup of labels. The Children's category will launch with Lucy Sykes, renowned in the fashion world as a leading fashion director turned designer.

Instantly named the "must-have" for babies of chic moms, celebrity clients (such as Shiloh Jolie-Pitt), and fashion editors after launching her first line in 2005, Lucy's European sensibility is channeled into a wearable, yet aspirational offering of chic pieces "with a twist". This sale will combine Lucy's Riviera, English Garden and Traveller collections...Think St Tropez, English tea parties and patterns inspired by the Rajasthan region of India, something for everyone- from babies to 12yr olds. Additional children's sales include Kico Kids, Hickey Freeman Boys and Cacharel. All Gilt Groupe sales are 36 hours and feature hand-selected styles from a single designer. Upcoming sales will be announced through Gilt Groupe's website as well as a weekly e-newsletter.

"Our brand is constantly growing and evolving into different arenas. Children's clothing is the strategic next step for Gilt Groupe. It is an exciting market which we are thrilled to be getting involved with," said Alexis Maybank, CEO and Founder. "With the fast paced life that the modern day parent leads, Gilt Groupe's goal is to provide a tool that enables them to access the world of luxury and fashion online for themselves and their families."

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 and efficient distribution channel for excess inventory, overstock, and vendor returns.

About Gilt Groupe

Headquartered in New York, and 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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