



**WomensSuite.com**

Socialize • Shop • Read • Advice



**Social Networking**  
*Share life's stories*



**Magazine**  
*Concise News for Women*



**COMMUNITY**  
*Advice forum*



**Marketplace**  
*For Unique Items*

**Facebook:** <http://www.facebook.com/WomensSuite>

**Twitter:** [twitter.com/WomensSuite](https://twitter.com/WomensSuite)

**GooglePlus:** [google.com/+WomensSuite](https://plus.google.com/+WomensSuite)

**Pinterest:** <https://www.pinterest.com/WomensSuite/>

**Accounts Receivable:** +1 (415) 857-5283

**Sales & Operations:** +1 (650) 409-7337

[info@WomensSuite.com](mailto:info@WomensSuite.com)

[www.WomensSuite.com](http://www.WomensSuite.com)



## FACT SHEET

### **What's in a Name?**

**WOMEN:** For all ages.

**SUITE:** A collection of offerings with a consistent User Interface designed to work together.



Founded in 2014 and launched in 2016, Women's Suite™ is a new kind of free online social networking community devoted to women with four synergistic components: **Social Networking** (*Share life's stories*), **Magazine** (*Concise women articles*), **CommUNITY** (*Advice forum*) and a **Marketplace** (*For unique items*).



1. **Social Networking:** After Users register they may create a personal profile to upload photos, add other users as friends, exchange messages with friends, family and colleagues and receive automatic notifications when they update their profile.



2. **Magazine:** Concise general interest women's articles focused on style, fashion, relationships, health/fitness and more. Women's Suite curates and condenses published articles and adds original content with a tad of humor.



3. **CommUNITY:** Bring conversations to life via a public advice forum from real women.



4. **Marketplace:** We have a passion for handmade, unique items made by independent/professional artists and craftmakers showing exceptional handcrafted wares such as art, clothing, jewelry, photography, knick-knacks, coupons for value-conscious women and much more.

Women's Suite is an end destination. As a member of the Women's Suite CommUNITY you have a voice. Developed from the ground up to facilitate rich multimedia experiences on mobile Tablet/Smartphone devices.

Main Office: 1844 Castro Drive, San Jose, CA. 95130 USA  
Website: [www.WomensSuite.com](http://www.WomensSuite.com)  
Founded/Launched: 2014/2015  
Market Research: 2013-2014  
Limited Market Test: January - December 2014  
Greater Bay Area Market Introduction: Feb. 2015

Membership: Free  
Planned growth: 2015: Silicon Valley, CA (*Build and Beta*)  
2016: Launch/United States  
2017: Global



## COMPANY OVERVIEW

### Leadership:

NAME: Jerri Anne Rees  
TITLE: Founder/CEO, Women's Suite  
EDUCATION: Optometric Technology

**CEO**  
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*PROFESSIONAL EXPERIENCE: Previously, she has long-time experience in the fashion industry with retail leaders such as Mervyn's and Coldwater Creek (Women's clothing and accessories retailers that sells its products in stores, through catalogs and online.) Rees' also worked for the San Jose Public Library system. She has her fingers on the pulse of what women are wearing and reading.*

Women's Suite is the result of over two years of personal research into women's trends relating to Social Networking, online publishing and ecommerce. Jerri Anne graduated with a degree in Optometric Technology.

BORN: Rockville Centre, NY  
HEIGHT: 5' 8" (1.73 m)  
MARRIED: Yes  
CHILDREN: Two  
SIBLINGS: Four

*"Women's Suite mission is to help women lead better, healthier, happy and informed lives."*

NAME: Morgan Rees  
TITLE: Founder/President - CMO, Women's Suite  
EDUCATION: Communication Technology

*PROFESSIONAL EXPERIENCE: Proven marketing expert with international and domestic experience at numerous startups through publicly traded companies involving such renowned brands as Philips Electronics, Norelco, Marantz, Magnavox, Citrix Online, Netgear and Honeywell. Morgan gained agency experience early in career; some of his clients included admired brands such as Toyota, Swim'n Sport, Red Lobster and General Motors.*

Honors graduate and faculty member of Florida International University. Author of numerous marketing-related articles in trade magazines. Additionally, brought expertise to book form to share marketing and branding wisdom in a new title, *Marketing Action Plans*.



## CATEGORY OVERVIEW

While Facebook FB +1.68% continues to lead the pack in terms of number of active monthly users (1.15 billion at last count), Google+ is quickly gaining steam, and in fact, now has the second highest number of monthly users (343 million).

### The Social Media Universe

 800 MM+ monthly active users	 15MM+ users
 800MM+ monthly users visit site	 15MM+ users
 232MM+ monthly active users	 6MM+ users
 230MM+ users	 2MM+ users
 135MM+ users	 2MM+ users
 115MM+ subscribers	 2MM+ users
 62MM+ users	 1.5MM+ users
 51MM+ users	 500K+ users
 20MM+ blogs	 100K+ users

### Competitive Lanscape:

- Facebook: \$3.73 billion, Host in-depth chats
- Pinterest: \$45 million, Visual tweeting
- Etsy: \$1 billion, De facto leader Arts & Crafts



## WOMEN'S SUITE™ PROVIDES SINGLE ONLINE DESTINATION

**San Jose, CA – (July 1, 2016)** -- [WomensSuite.com](http://WomensSuite.com), a free online social networking community devoted to women, announced the launch of its new website that lets women read, shop, share and communicate in a single location.

Morgan Rees, president, co-founded the website with his wife and business partner Jerri Anne Rees. The two worked diligently over a two-year period researching the needs for a single website that could create a supportive social networking community where women can share creative ideas, build connections, sell homemade crafts and read and share articles relevant to women.

“We wanted to build a robust, e-commerce website that is devoted to the concerns of women and provides a place for women to connect and grow together,” said Morgan Rees.

“Women’s Suite is really about building friendships and relationships, added Jerri Anne Rees. “We envision women using WomensSuite.com as an online community to build connections with other like-minded women.”

Women’s Suite is comprised of four synergistic components:

1. **Social Networking:** After Users register they may create a personal profile, upload photos, add other users as friends, exchange messages with friends, family and colleagues and receive automatic notifications when they update their profile.
2. **Magazine:** Concise general interest women’s articles focused on style, fashion, relationships, health/fitness and more. Women’s Suite curates and condenses published articles and adds original content with a tad of humor.
3. **CommUNITY:** Bring conversations to life via a public chat and advice forum from real women.
4. **Marketplace:** We have a passion for handmade, unique items including art, clothing, photography, knick-knacks, coupons for value-conscious women and much more.

Unlike many other social sites, WomensSuite.com is a fully integrated solution that facilitates a rich multimedia experience on a desktop computer, mobile tablet or Smartphone device. It’s a collection of offerings with a consistent User Interface designed to work together.

Our mission is to connect women in a unique, online community that will help them lead better, healthier, happy and informed lives, said Jerri Anne Rees.

Writers, artisans, jewelers and merchants interested in selling their homemade works on WomensSuite.com can contact the company via email at: [info@WomensSuite.com](mailto:info@WomensSuite.com)

Women interested in signing up for WomensSuite.com’s spam free list to receive announcements, newsletters, information on programs, events and more, can visit the site at [www.WomensSuite.com](http://www.WomensSuite.com).

### **About Women’s Suite™**

[WomensSuite.com](http://WomensSuite.com) is a free online social networking and e-commerce website that connects women in a unique, online community to help them lead better, healthier, happy and informed lives. The website has four synergistic components: Social Networking, Magazine, CommUNITY and Marketplace that enable women to build connections, share creative ideas, sell homemade crafts, and read and share articles relevant to women.

WomensSuite.com was launched by Morgan and Jerri Anne Rees, a husband and wife who live in San Jose, California. More information on Women’s Suite can be found at [www.WomensSuite.com](http://www.WomensSuite.com).



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## **FOCUS GROUP OBSERVATIONS: WHY MOBILE DOMINATES MEDIA AND ADVERTISING**

### **Cultural Influence on society.**

- 600 million of its 1 billion worldwide members access Facebook using mobile devices.
- More than 2/3 of our time on mobile phones is now used for non-communication activities with the average American spending 94 minutes per day utilizing mobile apps vs. 72 minutes of web-based consumption.
- Mobile is poised to surpass television as the dominant consumer access point for all media. How we experience life, relationships, entertainment, education, exercise, and work has been completely transformed because of mobile.
- It's Still Only the First Inning.

### **Stats about the Mobile Web**

- 58% of all US consumers already own a smartphone.  
*Source: comScore*
- Over 1.2 billion people access the web from their mobile devices.  
*Source: Trinity Digital Marketing*
- 61% of people have a better opinion of brands when they offer a good mobile experience.  
*Source: Latitude*
- 60% of mobile shoppers use their Smartphones while in a store, and another 50% while on their way to a store.  
*Source: Deloitte Digital*
- Almost half a billion Tablets will ship in 2013 and 2014 alone.  
*Source: Gartner*
- Tablet users spend 50% more than PC users.  
*Source: Adobe*

### **Mobile + Social = Success**



## **WHY USE WOMEN'S SUITE™?**

- Women focused.
- Current solutions requires visits to multiple Websites.
- SixDegrees (1997), Friendster (2002), LinkedIn (2003), MySpace (2003), Facebook (2004) and Women's Suite (2015): The business matures.
- She-economy - Women spend \$.85 of every dollar spent in the U.S.
- Timing is now
- "End Destination"
- Largest array of topics and subjects to chat/comment on & about.
- Heavy design element – The most colorful way to view the Internet.
- The world has switched to digital tablet devices. Women's Suite was developed from the ground up for Tablets and Smartphones mobile devices.

### ***Women's Suite is . . .***

- Intimate
- Is about friendship and relationships

### ***Women use Women's Suite.com for . . .***

- Connection
- Community
- Creativity
- Convenience
- Information

### ***Intrinsic motivation . . .***

Women want to voice their opinion and connect with and help other women.

### ***Tablet/Smartphone Easy of Use . . . From the Suite to the Street***

In our post-PC market our Tablet/Smartphone interface encourages users to reach out and connect with another. When technology gets out of the way, everything becomes more delightful, even magical. To do this we are embracing modern paradigms of Web design. For the User the whole thing is just plain easier to use and more pleasing to the eyes.