

MP5 Group 4: Naomi Birenbaum, Emma McElwee, Alex Miranda, Erica Schmitt

About TrendyMart:

Background: Established in 2010, TrendyMart began with a mission to empower individuals to express themselves through fashion and lifestyle. Now, they have grown into an impressive leader in the retail industry, fueled by their consistently on-trend and sought-after products. Founders Ivan Lipovsky and Amelia Hartman, both veterans of the retail industry, envisioned a store that offered high-quality, on-trend products at accessible prices. Their dedication to affordability and style has empowered TrendyMart to garner a loyal following.

Mission Statement: “To inspire and empower individuals to express their unique style and personality through curated collections of trendsetting products. We strive to provide exceptional value, unparalleled customer service, and a seamless shopping experience that exceeds expectations.”

Key Executives:

- Ivan Lipovsky (*Co-Founder and Chief Executive Officer of TrendyMart*)
- Amelia Hartman (*Co-Founder and Chief Creative Officer of TrendyMart*)
- Jimena Suarez (*Chief Operations Officer of TrendyMart*)
- Lucy Stone (*Chief Financial Officer of TrendyMart*)
- Gloria Friedman (*Chief Marketing Officer of TrendyMart*)
- Christopher Radowitz (*Chief People Operations Officer*)
- Charlie Cook (*Chief Sustainability Officer*)

Media Contacts:

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Press Release:

TrendyMart Poised to Shake Up Hydration Market with Innovative HydroMax Pro

Built-in Filtration and Superior Insulation Challenge the Status Quo of Water Bottles
Glens Falls, NY (April 30, 2024) — TrendyMart, a top retail destination renowned for its trendsetting lifestyle products, has made a big entry into the water bottle industry with the launch of the HydroMax Pro. This revolutionary bottle not only competes with the Stanley 1913 but also surpasses it. The HydroMax Pro has superior insulation, a built-in filtration system, and a sleek design, making it the ultimate hydration companion for the modern consumer.

Recently, the Stanley water bottle has dominated the market and captured the business of trend-conscious consumers, offering durability but lacking features desired by today's health-conscious consumers. The HydroMax Pro shatters this mold. Utilizing cutting-edge double-wall vacuum insulation technology, it keeps beverages ice-cold for up to 40 hours or piping hot for 18 hours. But the true innovation lies in the integrated, replaceable filtration system. This allows users to enjoy fresh, clean water anywhere, anytime – a feature absent from the traditional Stanley.

The HydroMax Pro boasts several key features that position it for market dominance. It boasts superior insulation with its double-wall vacuum technology, surpassing competitors in performance. Its advanced filtration system, integrated and replaceable, ensures clean, purified water on the go, eliminating the need for single-use plastic bottles. TrendyMart's design ethos shines through with the HydroMax Pro's sleek silhouette. The one-handed push-button lid and leak-proof design add a layer of convenience, making the HydroMax Pro the perfect companion

for those on the move. Amelia Hartman, CCO of TrendyMart, emphasizes the product's significance, stating, "The HydroMax Pro is a testament to TrendyMart's commitment to innovation and exceeding customer expectations. We believe this product has the potential to redefine the water bottle market, catering to the increasing demand for stylish and functional hydration solutions."

The global reusable water bottle market is currently valued at around 6 billion USD and is projected to reach USD 10 billion by 2030, reflecting a growth rate of approximately 7% annually. The HydroMax Pro, with its unique blend of features and design, is poised to capture a significant share of this expanding market. Investors seeking a stake in a company disrupting a well-established market are encouraged to learn more about TrendyMart and HydroMax Pro.

About TrendyMart: TrendyMart is a leading retail destination dedicated to offering the latest trends in fashion, home decor, electronics, and lifestyle products. We combine innovation with affordability to empower individuals to express their unique style.

Contact: Jenna Harrison-Palmer, TrendyMart Investor Relations

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Multimedia Assets:

The multimedia assets included in the online pressroom should visualize a clear reflection of TrendyMart's claim to be in-touch with the latest fashion and lifestyle trends of our primarily youth demographic. Images and videos displayed should be high resolution and easily accessible so as to not clutter the online pressroom with difficult-to-navigate multimedia contents. At the top of the newsroom, a continuous video will be played behind the header logo showcasing a lively in-store TrendyMart atmosphere with smiling shoppers and staff, as well as a navigation link to our online storefront.

Additionally, the faces of our key executives will be displayed on the contacts page to suggest transparency and friendliness. The "About TrendyMart" page will likewise include the faces of our founders, Ivan Lipovsky and Amelia Hartman, in a brief video explaining how TrendyMart became the company it is today and a retelling of its values and brand identity.

Finally, we will link all of TrendyMart's social media handles and encourage viewers of the online pressroom to interact with our accounts. These links will be complemented with visuals that are consistently updated to preview the latest posts from the company, including our latest campaigns #TrendyMartStory and #ExpressYourStyle.

Fact Sheet:

Style and Substance	Sustainable Selling	TrendyMartCares (#TMC)
TrendyMart is committed to selling the latest and greatest in trending clothing, lifestyle, and technology. That said, style is not positioned over substance, as trendiness and quality go hand-in-hand due to: Reputable Suppliers and Manufacturers: <i>TrendyMart only partners with the best in the supply chain and distribution industry to ensure quality is never sacrificed</i> Customer Centricity:	TrendyMart values the environment and is ethically aware of its sustainability practices. Our products are sourced and distributed with an environmentally-conscious mindset, including: Chief Sustainability Officer: <i>CSO Charlie Cook has set ambitious emissions goals and transitioned all stores to use renewable energy sources.</i> Environmental Partners: <i>All of our manufacturers abide by</i>	At TrendyMart, we care about the future of creatives who will grow up to inspire the next generation of fashion and lifestyle. We are committed to supporting these upcoming influencers through: Nonprofit Education Programs: <i>TMC supports local educational programming in communities with TrendyMart stores to aid future innovators</i> Exceptional Service: <i>TMC is committed to developing</i>

<i>Our staff responds to customers' preferences and needs to guarantee a seamless shopping and service experience</i> Integrity: <i>TrendyMart operates on integrity and transparency so customers are confident in their purchases</i>	<i>the most up-to-date environmental standards and practices.</i> Eco-Conscious Packaging: <i>All of our packaging is eco-friendly and recyclable because we value environmental harmony.</i>	<i>impactful staff/customer bonds that bring communities closer together</i> Inspiring Campaigns: <i>#TrendyMartStory and #ExpressYourStyle both encourage young creatives to showcase their imagination</i>
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FAQ:

Question: What is your return policy on items purchased in-store and online?

- **Answer:** At TrendyMart, it is imperative that customers are completely satisfied with their purchase. If in any way the quality of our products are not up to par and you are not happy with your item, you have 30 days from the date of purchase to return. Items purchased in-store must be returned back to the store location in which it was bought with a valid receipt; online orders can be shipped back to the storage facility indicated on product packaging.

Question: How can I track my order from TrendyMart?

- **Answer:** Tracking your order with TrendyMart is simple! Once your order has shipped from our online store, you will receive a confirmation code with a tracking number in your email. Click the link in the email or enter the tracking number on our website's "order tracking" page for real-time updates on your delivery status.

Question: Does TrendyMart offer international shipping?

- **Answer:** Yes! TrendyMart offers international shipping to many countries around the globe. Note that shipping costs and delivery times vary based on your location, but above all, we will guarantee your trendy items reach you wherever you are.

Question: How can I stay updated on new promotions and arrivals at TrendyMart?

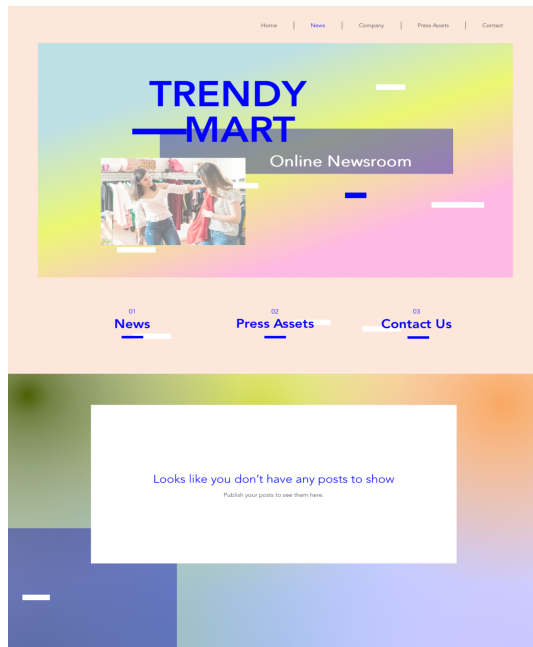
- **Answer:** To stay in-the-know on all things TrendyMart, follow us on Instagram @TrendyMart! For the most loyal customers, consider subscribing to our newsletter to be the first to get access to new arrivals and promotions.

Design and User Experience:

For inspiration, [Pinterest](#) and [Nike](#) were referenced as examples of strong online newsrooms. They both have clean, clear online newsroom layouts. The latest stories are viewable after one scroll, and have unique, eye-catching photos for each release. Pinterest's move to highlight one primary story at the top is strategic, as it directs the viewer's attention to what the company wants to promote the most (and away from less interesting or less positive news). Both websites make it easy to access relevant resources which reduces direct interaction with the company and is more convenient.

Mock-Up of TrendyMart Newsroom

(the bottom section would contain the latest or most prominent update from the company)



Strategic Messaging:

- **Innovation and Disruption:** TrendyMart is committed to innovation and disrupting established markets with trendsetting products that offer superior features and design.

- **Empowering Individual Expression:** We believe in empowering individuals to express their unique style and personality through our curated collections of trendsetting products.

- **Exceptional Value and Customer Service:** Our mission is to provide exceptional value, unparalleled customer service, and a seamless shopping experience that exceeds expectations.

Integration with Social Media:

- Use a website like likeshop.me to provide easy navigation to press room announcements from TrendyMart's Instagram. Example:

<https://likeshop.me/nytimes>

- Reformat press releases into easily

understandable, visually appealing social posts, with access to the full version in the online press room.

- Downloadable PDF files with summarized bullet points of the press releases available to select key points from.
- Add links to the online pressroom in social media account bios and captions of posts so viewers know where to turn to ask relevant questions.
- The online pressroom coordinator could do a social media takeover on Instagram stories to highlight their day-to-day jobs and show how it's relevant to the organization.
- Monitor press coverage regularly and reach out to reporters (via social media or email) who are not using resources from TrendyMart's pressroom to write their articles. Build relationships with these reporters by offering exclusive coverage before announcements are viewable on the online pressroom.