

PhatGuru.com: Hippest Fashion and Entertainment Website

New York, NY â€” July 14, 2009 â€”What do you get when New York Cityâ€™s coolest go online to dish on whatâ€™s trendy and whatâ€™s yesterdayâ€™s news? You get PhatGuru.com, a content rich website that launches today with enough flair and style to make it the last word on all things â€œphatâ€• in New York. Whether youâ€™re a jaded denizen of the Big Apple or a star-struck first time visitor, PhatGuru.com is all the guide youâ€™ll need to make the most of this city that never sleeps.

PhatGuru.com is staffed by a saucy, fashion conscious bunch who never miss a trick. Talented writers and scene vets provide readers with the latest and greatest in shopping deals and price alerts. â€œInâ€• brands are a hot topic and PhatGuru provides insightful commentary on todayâ€™s most influential fashion designers.

Being Headquartered in New York City puts PhatGuru in the heart of the nationâ€™s hottest night life, swankiest restaurants and within whispering distance of international celebrities. Night club tell-alls, restaurant reviews and seasonal activity guides are regular PhatGuru offerings that are useful and fun to read. And, of course, what could be juicier than celebrity gossip? PhatGuru combs stories, checks sources, and takes first-hand notes to provide readers with original and informative stories on the movie and music stars.

PhatGuru.com also is a spring of wellness, with a Health & Lifestyle Section devoted to developing the body, mind and spirit. Staff writers contribute pieces ranging in topic from healthy diets and exercise programs, spa information, stress relievers, and much, much more. Health & Lifestyleâ€™s aim is to promote a love and awareness of self that helps readers.

Says PhatGuruâ€™s Queen of Cool, â€œOur mission is share our secrets with our readers; we let them know how and where to shop, we never skimp on style, we stay informed about ourselves and the world around us, and most of all - we have fun.â€•

PhatGuruâ€™s launch brings online visitors great articles, reader polls, advice columns, and even an opt-in newsletter to ensure that interested Phat-lovers are kept in the loop. So get your style on with PhatGuru.com, the fashion, entertainment and lifestyle website thatâ€™s designed just for YOU.

About the Author

About PhatGuru.com PhatGuru.com is the online mecca for all things â€œphatâ€•. Contemporary content is delivered fresh from New Yorkâ€™s trendiest, whether weâ€™re delivering the scoop from the Golden Globes or reporting from the hottest fashion shows, we delight our readers with the latest in fashion, beauty and gossip. From our International Headquarters in NYC, weâ€™re keeping it â€œphatâ€• for you. For more information, please visit: <http://www.phatguru.com>

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