

Zucker Takes on Soapdom.com's Look Like a Soap Star Fashion Column

Santa Monica, CA – February 1, 2008--Soapdom.com, a popular web portal and community destination for soap opera fans, is honored to announce that Days of our Lives' and Lowd Suga's Arianne Zucker is joining the Soapdom team as a contributing columnist writing the popular Look Like a Soap Star fashion column each month.

Zucker starred as the devilish and manipulative Nicole Walker Kiriakis on the NBC soap opera "Days of our Lives" from 1998 to 2006, leaving to pursue other interests. Aside from her recent guest appearance on "CSI: Miami" and a starring role in the independent feature film, "The Last Resort," one of Zucker's prime focuses of late is Lowd Suga Jewelry, a handcrafted jewelry design company she co-founded with business partner, Heidi Mages.

"Soapdom couldn't be more delighted to welcome Arianne as our new Look Like a Soap Star fashion columnist," said Soapdom Founder and CEO, Linda Marshall-Smith. "Who better to keep our site's readers apprised of the fashion trends in the soap opera world and beyond than Zucker, who looks like a soap star every day. She IS one! And now, she's designing gorgeous, affordable, hand-made jewelry that no one - soap star, fan, or anyone with their own sense of class and style, should be without."

"I am so grateful to Soapdom for presenting this opportunity," says Zucker. "My personal style developed slowly and was definitely aided by the fact that I was surrounded by professionals. I welcome the opportunity to share what I've learned with women and soap fans around the world."

Zucker's column will run monthly, with previous columns available online at any time. She will cover fashion trends, do's and don'ts, and respond to site member's questions all in her warm, personable writing style.

Zucker debuted as a "guest-starring" Look Like a Soap Star columnist in December 2007 where she first introduced us to her hand-made jewelry designs. <http://www.soapdom.com/content/view/60415/52/>

She begins her "contract columnist status" in February 2008. Her first official column can be found here:

<http://www.soapdom.com/content/view/73122/52/>

About Soapdom, Inc.

Soapdom, Inc. is a privately-held, woman-owned, B2B2C content delivery business promoting soap operas. Soapdom brings the fans to the soaps and the soaps to the fans via a high-profile internet presence and strategic industry partnerships. In addition to providing soap celebrities a venue to promote their participation in other projects, Soapdom.com, "Where Soap Operas Rule," offers up-to-the-minute breaking news on the world of soaps, its stars and

storylines, delivering original and aggregated content through a dynamic, multi-media portal and community that provides virtual access to the industry from the inside out. Get Inside the Bubble™ of your favorite soap opera at <http://www.soapdom.com>

About Arianne Zuker and Lowd Suga'

Arianne Zucker, recognizable to many from her 8 year stint as Nicole Kiriakis on NBC's "Days of our Lives" serves as the face of Lowd Suga' in addition to her contributions to design, construction and marketing of the line. Arianne continues her acting career – most recently appearing on "CSI" and in the upcoming feature "The Last Resort." She currently resides in Los Angeles with her husband, actor and vocalist Kyle Lowder and her 4 dogs.

Lowd Suga' got its start in 2006 when long-time friends Heidi Mages and Arianne Zucker decided to indulge their sweet tooth and turn their passion for all things sparkling into a business. What began as one-of-a-kind gifts for friends and family grew into an online boutique at www.lowdsuga.com featuring a variety of original designs for men and women and has now moved into select retail boutiques throughout California including Alice's Attic in Mount Pinos and Tricia's Boutique in Frazier Park. Funky yet feminine, their designs can take you from day to evening and everywhere in between.

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