



NEWS

Contact: Marisa Vallbona, 619-708-7990, marisa@cimincorporated.com or Miguel Covarrubias 619-316-4625

First Ever Visual Search Engine and Review App Launches to Redefine Social Media

SAN DIEGO, Dec. 7, 2016 – The first ever visual search and review app that combines Yelp’s depth of content with Instagram’s visual ease and the simple swipe functionality of Tinder is launching in February. Called [Envy](#), the app is created by San Diego entrepreneurs Jennifer Cosco and Christopher Nebel and is currently being beta tested among early adopters and influencers with strong results.

Envy is a web-based platform in which consumers select their service and find what they want by swiping through images. Right if they love it, left if they don’t. They also have the option to view the respective website, map, phone or booking information directly, all within one application.

“Let’s see Yelp or Instagram do that,” said Jennifer Cosco, co-founder of Envy. “The beauty of Envy is that we’ve taken the best of the top social media platforms and combined them into one app, only we’ve made it better,” explained Cosco. “What if social media had more meaning? It’s no longer a selfie considered bragging about how good you look with a new haircut, but how amazing your haircut is along with who did it and how to contact the salon or stylist. Envy gives users the ability to not only form trusting relationships through images, but allows users to express themselves in a way they haven’t been able to in the past.”

Cosco and Envy co-founder Christopher Nebel explained that although Instagram, which handles 80 million images daily, is great for pictures, the search function isn’t reliable.

“For example, you can run a search for French toast on Instagram and it’ll pull up images of French toast and lots of other images... a surf board, a couch, and lots of

other stuff that has nothing to do with French toast,” explained Nebel. “There’s no location specification. Envy changes that.”

Businesses will be able to advertise their products and services on Envy in real time, changing their ads as quickly as they can post a picture on social media in a specific, targeted area to an ideal core target market.

“Envy is here to revolutionize the way people search for their products and services,” added Nebel. “Envy simplifies even the most difficult transactions by bringing it visual... rethinking the way you find the things you love.”

About Envy

Located in Carlsbad, Calif., Envy offers a visual search experience platform for products and services organized by geographical location combining visual appeal, review, e-commerce and social media. The company was founded by Jennifer Cosco, a young, driven entrepreneur and successful business owner within the fitness industry; and Christopher Nebel, a seasoned digital and brand strategist who created breakthrough social and digital content and solutions for brands like Sony, Land Rover, Nike, W Hotels, Mattel, Kraft, ESPN and Herman Miller. Learn more about Envy [here](#), or on social -- @findyourenvy on Instagram, Facebook and Twitter.

Interested small business owners can learn more about registering and advertising their brand by contacting business@envy.social.com.

Tastemakers, trendsetters and bloggers can become a part of the launch by contacting ambassador@envy.social.com.

###