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Social Shopping Pioneer ShopStyle Adds Features That Let Women Discover and Be Inspired By Fashion

Los Altos, California, June 28, 2007 – ShopStyle (www.shopstyle.com), a social shopping website for women who love fashion, today unveiled new features that let women interpret the season’s style trends so they can browse, create, share and shop personalized looks. New features include Shopping Districts, advanced search and browse capabilities, and new style community features, including a redesigned home page. These new features were created to help women easily find exactly what they want when shopping for clothing and accessories and discover and be inspired by new styles, stores and brands to expand their fashion repertoire.

shop by district
 5TH AVENUE

High end department stores and luxury retailers. Go ahead and indulge yourself.

Shop 5th Avenue

More districts:



Shopping Districts

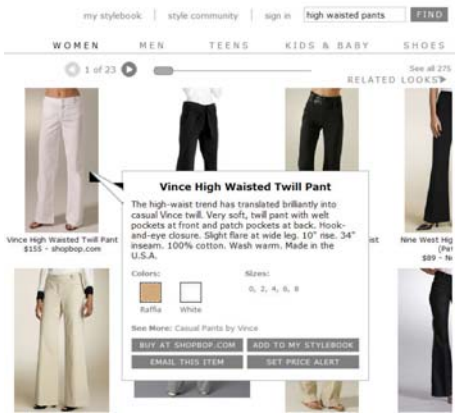
Teenagers buy designer handbags at Saks Fifth Avenue, women in their 30’s wear trendy tees and baby doll dresses from Intermix and women of all ages buy jeans at Abercrombie and Gap. In the 21st century, age and economics do not dictate where women shop. With this in mind, and to better represent the way women really shop, ShopStyle created Shopping Districts by lifestyle and labeled them by regions familiar to the fashion crowd. ShopStyle’s inaugural shopping districts include:

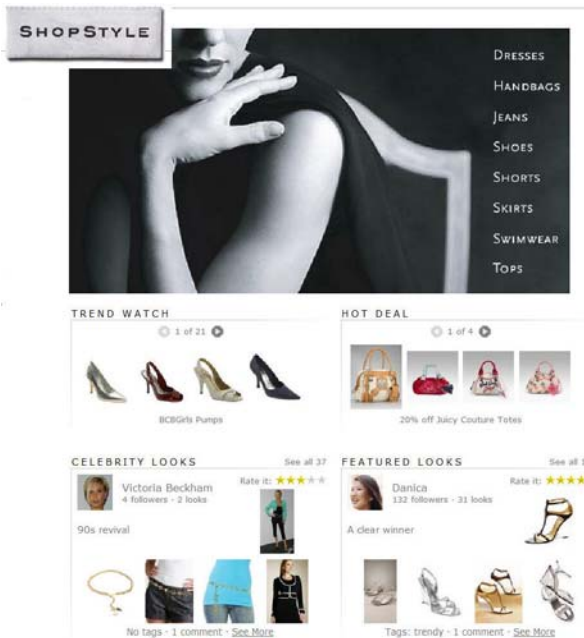
- **5th Avenue:** a glamorous thoroughfare where the world’s fashionable splash their cash – from high-end department stores to designer selections
- **SoHo:** chock full of chic, trendsetting boutiques, sought-after styles and undiscovered designers
- **Main Street:** the stores you know, the essentials you need
- **Colleetown:** stores geared for the young, urban & collegiate

Browse the Ultimate Fashion Boutique

ShopStyle has developed many new ways for women to find exactly what they want when shopping for clothing and accessories online while offering numerous ways to be inspired by fashion. In the past, women searching for fashion online were faced with a “wall of content” that was difficult to navigate. ShopStyle’s new features aim to make the process easier where women can:

- Browse quicker and easier. ShopStyle’s unique scroll feature with large, beautiful product images eliminates pesky page reloading or having to dictate the number of items viewable per page.
- Search more efficiently. In the past, to refine search results sometimes went too narrow. Women were forced to choose only one size, one store or one brand. ShopStyle’s new features allow women to choose multiple options within categories, brands, stores, prices and sizes. Want to search for black skirts in size 4 and 6? Black skirts by Shopbop, Ron Herman and Barneys? Now, and on ShopStyle, it’s no problem.
- Be inspired by the community. When viewing a particular item, ShopStyle users have the option to see more from that designer, view similar items, or, truly unique to ShopStyle, see how that particular item is being used within personalized looks by the ShopStyle community.



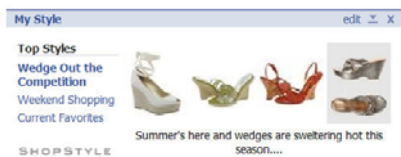


Community Drives the Fashion Trends

On ShopStyle, women determine the trends. ShopStyle's newly designed home page taps into the creativity of the vibrant and rapidly growing ShopStyle community by prominently displaying looks they have created. New Community Driven Merchandising features include:

- ShopStyle Shopping Districts side by side with looks created by the community to correspond with each district.
- The ShopStyle community's favorite brands updated in real time
- Daily Hot Deals that showcase the best sales on the most popular ShopStyle items
- Trend Alerts which let women view and shop popular brands and categories of clothing on ShopStyle in one place.
- Tags that allow women to label their stylebook looks to correspond with limitless categories like occasion, season or mood.
- Contests, Comments and Celebrity Looks add to the robust offerings

ShopStyle Unveils My Style Application on Facebook Platform



ShopStyle recently unveiled the [Facebook](#) platform application, My Style, which lets Facebook users express their personal sense of style within their Facebook profile. With My Style, Facebook users can pick and choose items from ShopStyle's comprehensive collection of clothes, handbags and shoes to create and comment on customized looks, list their top designer preferences or "must-have" items that are

then incorporated into their Facebook profile. Users can share their style with friends, exchange advice and receive notification when their friends' styles are updated. The My Style by ShopStyle application can be found in Facebook's application directory listed under the Fashion and Just for Fun categories.

Quote

"Shopping for fashion and social networking are a winning formula provided the two are closely integrated in a way that is useful to women," said Andy Moss, CEO and founder of ShopStyle. "ShopStyle has successfully tapped into this formula by giving women many ways to shop and be inspired by all the fashion choices available to them in a clean, elegant and easy-to-navigate atmosphere."

About ShopStyle

[ShopStyle](#) (ShopStyle.com) is a social shopping website for women who love fashion. On ShopStyle women can cross-shop thousands of apparel, shoe and accessory brands from big fashion names like Barneys New York to trendsetting boutiques like Lisa Kline Los Angeles all in one place. Through community driven merchandising, ShopStyle combines fashion, social media and commerce, giving women the tools to interpret the season's style trends so they can create, share and shop personalized looks.