



FOR IMMEDIATE RELEASE

INTRODUCING SHOPSTYLE.COM, THE FIRST AND ONLY SEARCH ENGINE DEVOTED EXCLUSIVELY TO FASHION

New website offers a better shopping experience and a network for fashion lovers

LOS ALTOS, Calif. – FEBRUARY 5, 2007 – Answering the call of fashionistas everywhere, ShopStyle, Inc. today announced the launch of www.ShopStyle.com, the first and only search engine devoted to fashion. ShopStyle allows consumers to shop fashion, build outfits and looks, and share ideas with family and friends.

“Today’s shopping sites do a great job on electronics searches, but they fall flat when it comes to fashion,” said Andy Moss, ShopStyle, Inc. CEO. “ShopStyle was conceived as the new starting point for fashion shopping online - it’s the must-hit site for the style conscious.”

One simple search on ShopStyle.com yields the designers and brands the fashion-forward consumer is hungry for, with clothes, shoes, jewelry and accessories from hundreds of trusted online retailers. The site launches with fashion world heavy-hitters from Nordstrom to Lisa Kline, from Ann Taylor to Bluefly. New stores and brands are slated to join the list every week.

“The breadth of results on ShopStyle makes it easy to dress the part, whether you’re browsing for a new work look or for night-on-the-town style,” said fashion writer and ShopStyle stylist Danica Lo. “ShopStyle is doing for fashion search what ‘little’ and ‘black’ did for the dress. Fashion searching just got a whole lot better thanks to ShopStyle.”

Consumers can search ShopStyle by designer, retailer, brand, price, color, size or any number of other customized parameters. Results are vividly displayed as large, horizontally-scrolling photos and include rollover information on size and color availability. The effect is more like browsing a fashion magazine or shopping a clothing rack than squinting at the thumbnail results most searches currently yield. For example, try a search for [designer handbags](#).

A massive selection of mainstream and designer clothing is available across all the major fashion categories including [Women](#), [Men](#), [Teens](#), [Kids & Baby](#), and [Shoes](#). So ShopStyle works equally well whether searching the latest hot fashion brands for yourself, a new pair of Ugg[®] boots for your teenage daughter, or baby clothes for the newest member of the family.

ShopStyle.com users are invited to create their own “About Me” space, personalized with the clothing button avatar that best suits their persona. There they can enter favorite brands, designers and retailers, size profiles, and sign up to receive email “Price Alerts” when an item’s price drops and it goes on sale.



By creating a “Stylebook,” ShopStyle users can save any combination of items from their searches and organize them into outfits, ensembles or collections. These looks remain in the user’s Stylebook until deleted, and like any other item may be purchased by simply clicking through to the retailer.

ShopStyle extends the fun of sharing online photos, music, and videos to the fashion industry. Registered users can share their own Stylebook ideas by emailing a single item or any combination of outfits, looks, wish lists, and gift ideas to friends and family with a note. According to Lo, “this makes it easy to do an ‘outfit check’ before you buy, even if shopping buddies are far away.”

Beyond personal Stylebooks, ShopStyle users can get inspired by fellow fashionistas and celebrity styles, or find fresh ideas for new looks that work with their body types. All registered users’ personal Stylebooks are searchable; users can add the ones they like to their group of “Friends.” Click on [browse stylebooks](#) to see the ShopStyle community in action.

In the Celebrity Stylebooks section, users can find links to outfits similar to recent A-list looks, like Jennifer Aniston on the town or Jessica Simpson at an awards ceremony. In the Body Type Stylebook section, consumers can click to find useful tips on dressing for their shape.

About ShopStyle

ShopStyle is a search engine and social network that is 100% focused on shopping for fashion. ShopStyle.com aggregates items from the online racks of legendary fashion retailers and trend-setting virtual boutiques. Its breakthrough web 2.0 user interface makes browsing clothing, shoes and accessories a highly visual experience. The ability to create and share personal Stylebooks and shopping profiles enables a highly customized shopping experience, and allows users to easily exchange ideas and follow the latest fashion trends.

For more information, visit <http://www.shopstyle.com>.

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