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**ONLINE WOMEN'S FASHION RETAILER MYSHAPE NAMES
LINDA FREEDMAN CHIEF MARKETING OFFICER**

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*Helena Paulin is Named Vice President of Marketing;
Both Marketing Veterans Specialize in Building e-Commerce Businesses*

PASADENA, Calif. (Oct. 30, 2007) – myShape (www.myshape.com), the online fashion retailer that is changing the way women shop, today announced the appointment of e-commerce and interactive marketing expert Linda Freedman as chief marketing officer. The company also named Helena Paulin vice president of marketing.

Both have extensive experience using interactive and traditional marketing strategies to help e-commerce companies attract new customers, increase revenues and boost conversion rates.

Freedman is a strategist and early innovator in fashion e-tailing, managing the growth of ModaCAD and then Styleclick from 36 to more than 130 employees over a 12-year period, from the company's initial public offering and successful sale to USA Information and Services. She created branding and identity campaigns achieving international distinction while pioneering innovative consumer outreach strategies.

For myShape, Freedman will lead the team charged with introducing to millions of women myShape's personal approach to shopping. myShape is the only retailer that provides each member with her own Personal Shop filled with relevant choices that match her measurements, body shape and fashion and fit preferences.

"Linda has been a key leader in building successful businesses, helping companies increase online and offline sales and dominate their categories," said myShape CEO, Louise Wannier. "We're excited that both Linda and Helena have chosen to use their online marketing expertise to help us show women how effortless and enjoyable shopping can be. They bring a valuable combination of experience that includes start-ups, Fortune 500 companies, and just about everything in between."

Freedman brings to the organization more than 25 years of experience in e-commerce, media, marketing and promotion. She's been instrumental in the success of

small private start-up ventures to large publicly traded companies, specializing in marketing, branding, competitive intelligence and management analysis.

“myShape has such a powerful message for all women,” said Freedman. “We’re restoring the pleasure – and reducing the pain – of shopping, by making it effortless and energizing to find clothes that fit and flatter. It’s a thrill to be part of a company I am so passionate about.”

Paulin, with more than 17 years of experience, has a track record of building teams and delivering growth for companies such as Apple Computer, FedEx Corporation and Teleflora. She is a seasoned executive with expertise in e-commerce retailing, database marketing, product development and promotion. Most recently, she was executive vice president and general manager of Internet marketing for Teleflora, leading a turn around of the online consumer business during her tenure. Paulin also part of the team that made the US Online Apple Stores the preferred online store to purchase Apple products leading sales efforts, marketing initiatives, online merchandising and production efforts.

“It’s exciting to be part of this innovative and creative team,” said Paulin. “myShape is truly changing the way women shop. Fashion retailing has never been this personal, and shopping has never been this effortless. From a marketing perspective, it’s a great story to tell.”

About myShape

Pasadena, Calif.

myShape is the innovative online women’s fashion retailer that is changing the way women shop. myShape provides each member with her own Personal Shop filled with clothing that matches her measurements, body shape and fashion and fit preferences. The Personal Shop and the ShapeMatch system have issued and pending international patents. The company is changing the metrics for retail online – myShape members buy more, return less and are more satisfied with their clothing purchases. myShape is outreaching to millions of women to provide them with an effortless way to shop for fashion that fits and flatters. myShape offers collections of outfits styled for each shape.

