

**\*\*\*MEDIA ADVISORY\*\*\***

**\*\*\*December 4, 2007\*\*\***

**ONLINE PERSONAL CLOTHING SHOP WHERE EVERYTHING FITS AND FLATTERS YOUR  
UNIQUE SHAPE**

*Academy Awards Fashion Coordinator is available to provide style tips for every body shape*

**WHAT:** Every woman's dream --- a personal clothing shop where everything fits her specific measurements, flatters her unique body shape, and matches her taste and style preferences. Unimaginable? Please see for yourself at myShape, [www.myshape.com](http://www.myshape.com), the first online fashion retailer with personalized apparel shops for each customer and advisors on hand to help select looks that really work. These perks are no longer only for the rich and the famous! And customers can experience all of this without leaving home!

**WHO:** Patty Fox, Academy Awards Fashion Coordinator and Chief Creative Officer for myShape, is available to discuss new trends and styles that flatter your shape.

**myShape customers** are available for interviews to describe their myShape experiences (local customers can be identified if interested).

**myShape co-founder**, Sarah Porubcansky, is available to discuss the trend of personalized online shopping.

**VISUAL:** Images of various outfits available upon request. We're also open to any in-studio ideas you might consider to make this an interesting segment for your viewers.

**HOLIDAY TWIST: What myShape is offering this holiday season:**

- **myShape's "Shop For Her" Wish List:** Friends and family (especially the boyfriend and husband who don't know where to begin) can go to their loved one's myShape personal Wish List and shop for clothing she has pre-selected and are certain to fit!
- **Little Black Dress Guide:** myShape's Little Black Dress Guide features an array of stylish black dresses designed for member's specific measurements, body shape and style preferences.
- **myShape Gift Certificates:** Don't know what to get or waiting until the last minute? myShape offers digital gift certificates immediately available ---- they also make great stocking stuffers!
- **FREE shipping, no lines, open around the clock!** No waiting in lines, no traffic and no stress! Shop from the comfort of your home!

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