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MYSHAPE.COM TO MAKE SIZE...HISTORY
MyShape Revolutionizes Online Shopping With Sizeless Dressing™

Barry Schuler, Managing Director of DFJ Growth Fund (former Chairman/CEO of AOL) Joins MyShape Board of Directors

Glendale, Calif. (September 1, 2009) – MyShape® (www.myshape.com) the only Personal Shop™ for women on the web announced today new breakthrough features in personalized online shopping, becoming the first women's fashion site to offer "Sizeless Dressing." MyShape also welcomes Barry Schuler, Managing Director of DFJ Growth Fund as the newest member of the MyShape Board of Directors. MyShape as part of its expansion strategy has secured its third VC round of funding led by DFJ Growth Fund who specializes in expansion stage companies that are deemed to have \$1B+ potential. This round also includes follow on investment by Draper Fisher Jurvetson, Tenaya Capital (formerly Lehman Brothers Venture Partners), Pasadena Angels and Tech coast Angels.

According to Barry Schuler, "We believe MyShape is on the leading edge of the next wave of ecommerce. The Personal Shop offers consumers a breakthrough experience that makes online apparel shopping extremely convenient and solves the biggest problem buyers face—'will it fit?' Schuler is the former Chairman/CEO of America Online Inc. (AOL) and is considered one of the pioneers of the Internet. His experience in ecommerce dates back to the earliest interactive shopping products including "2Market" and the breakthrough AOL Shopping Channel.

MyShape puts an end to the search for the elusive perfect fit by taking the guesswork out of online shopping. MyShape offers each member the option to *Go Sizeless*, banishing size from her Personal Shop altogether. MyShape assesses the proper fit based on body proportion and *shape*, not size. At myshape.com she enters a few key measurements and a newly released expert system automatically predicts the rest of her body measurements. After sharing her style and fit preferences, her Personal Shop is instantly filled with a rich assortment of fashions that flatter her shape, match her measurements and reflect her style—from over 200 designers—regardless of size.

MyShape has continued its rapid growth momentum with a 5x growth over the past 14 months. Nearing 700,000 members, MyShape's average order size is double the industry average with a repeat business

up over 50%. The Personal Shop consistently delivers what the shopper really wants achieving a 98% customer satisfaction rating. New popular features include cutting edge social shopping allowing members to invite friends to shop and comment on their selections just like they would offline. The “Outfit Builder” lets shoppers mix and match looks to create an outfit and see what others have created. Style Me™ is a destination for personalized style know-how, featuring a range of insider information, from adapting international runway trends for each shape to helping women develop their own signature style. A shop by designer feature previews an expanded list of new fashion brands.

" We are now set to significantly scale our marketplace and partnerships throughout the industry," said MyShape CEO, Louise Wannier. "We are thrilled to have Barry Schuler, former Chairman/CEO of AOL on our board with his record as a key visionary for the Internet."

About MyShape®

MyShape® is the only Personal Shop™ for women on the web. An innovative women’s fashion shopping site, MyShape provides each member with her own Personal Shop filled with clothing that match her measurements, body shape, and fashion and fit preferences. The Personal Shop and the ShapeMatch® systems are protected by international patents. MyShape reaches millions of women to provide them with an effortless way to shop for apparel that fits and flatters™. For more information, visit <http://www.myshape.com/>.

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