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Boy Meets Girl® Uses Virtual Goods in Fashion Fantasy Game to Drive Real-World Holiday Retail Sales

Hot Young Contemporary Brand Boy Meets Girl® Taps Fashion Fantasy Game, a Leading Online Fashion Game and Community

New York – December 3, 2009 – While Bloomingdales is selling the Boy Meets Girl® “Coco” Hoodie for \$78, nearly one million members of Fashion Fantasy Game are about to get one for free – virtually. [Fashion Fantasy Game](#) (FFG), a robust online fashion game and community for teen girls, and [Boy Meets Girl®](#), an edgy yet casually classic young contemporary apparel brand, announced today a unique integrated marketing campaign that will use virtual goods to drive real-world sales. As part of the promotion, all FFG members will receive a free virtual version of Boy Meets Girl’s Coco Hoodie, which is expected to be one of the hottest gifts for teen girls and young women this holiday season.

“Like digital goods, virtual goods have changed the way this generation shops for real products,” said Nancy Ganz, founder and CEO of Fashion Fantasy Game. “Today, teens are used to being able to sample a song and download to purchase; our savvy Fashion Fantasy Game audience is ready to try on outfit virtually and then purchase the real thing with a few more clicks. Boy Meets Girl® is a hot clothing brand that has been featured in major fashion publications as well as hit TV shows like *Gossip Girl*, *Vampire Diaries*, *Sex & the City*, and *America’s Next Top Model*. It makes perfect sense that they’ve taken the next step to develop a rich and interactive relationship with our trend-setting Fashion Fantasy Game community to promote holiday sales.”

“In this competitive retail environment, Boy Meets Girl’s marketing needs to be as innovative as our fashions,” said Stacy M. Igel, Founder and Creative Director, Boy Meets Girl®. “Fashion Fantasy Game features the best of social networks and virtual worlds, offering our brand a powerful way to have nearly one million potential customers try on our signature item in the privacy of their own homes on their PCs.”

Fashion Fantasy Game members can also work with the Boy Meets Girl’s look and logo as they create their own virtual fashion lines or clothing stores in FFG; watch video from Boy Meets Girl’s Spring 2010 fashion show at last month’s L.A. fashion week in the R. Lilly Cafe; and even enter their virtual designs in an FFG Boy Meets Girl® design competition. The promotion is timed to coincide with millions of households receiving Bloomingdales’ holiday catalog, which features the Boy Meets Girl® hoodie as a “Chic Treat Under \$100.”

Boy Meets Girl® design contest submissions will be judged by Ms. Igel who will pick the finalists, 20 designs created by FFG members. The FFG community will then vote for their favorites to select the winning design. The top three designers with the most votes, will each receive a real Boy Meets Girl® Coco Hoodie and VIP memberships to FFG.

Fashion Fantasy Game is an engaged community of teen girls who are passionate about fashion, friends and fun. They play as designers or store owners, compete in design and sales competitions, and discuss the latest fashion and entertainment news. FFG members have created more than 1.8 million unique fashion designs, sent over 87 million in-game e-mails discussing the latest styles and trends, and rated more than 7.5 million designs for rankings. They spend an average time of more than 14 minutes onsite. FFG members are also into purchasing virtual goods, with sales of FFG virtual goods increasing by 400 percent for the past several quarters.

About Fashion Fantasy Game (FFG)

Fashion Fantasy Game (www.fashionfantasygame.com) is the online game, social network and virtual world for young women who are passionate about fashion, friends and fun. Developed by fashion industry veteran and successful entrepreneur Nancy Ganz, players of Fashion Fantasy Game design and sell virtual fashions in a competitive online environment that offers them a taste of what it would be like to have their own fashion businesses. Fashion Fantasy Game features multiple levels of play, weekly themed design competitions, e-mail and chat functions. Fashion Fantasy Game has more than 900,000 registered members who have created more than 1.8 million original fashion designs.

About Boy Meets Girl®

Boy Meets Girl® is a sexy yet wearable, edgy yet casually classic contemporary apparel brand. The collection of tops, dresses, sweaters, sweatshirts & sweatpants, jumpers, skirts, outerwear & accessories appeals to a playful, flirty clientele with a confident and carefree spirit. Boy Meets Girl® Founder and Creative Director Stacy M. Igel, draws inspiration from a variety of eclectic influences such as vintage clothing, the vibrant New York art and music scenes and Hollywood's glamourati. Her design mantra is simple: Couture Comfort™ for one and for all. Over the past 8 years, the Boy Meets Girl® collection has been featured in most major fashion publications and in countless premier specialty and department stores worldwide including Bloomingdales, Saks Fifth Avenue, Fred Segal, Lisa Kline and Intuition.

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