



FOR IMMEDIATE RELEASE

Fashion Fantasy Game (FFG)... Now a Go-to Destination Site for Fashion Fans and Casual Gamers

New *Runway Game* adds casual gaming to complement the popular site's multiplayer online game and social network for young women

NEW YORK (October 21, 2010) – Fashion Fantasy Game (www.fashionfantasygame.com), an online fashion game and community for teen girls, has made its first venture into casual gaming with the launch of *Runway Game* (www.runwaygame.com).

In *Runway Game*, players strut down runways at shows in fashion capitals of the world, working their way from “model in training” to superstardom. Avoiding hilarious obstacles, pesky paparazzi and tricky turns earn each model points and prestige as they navigate through 16 levels of fashionable fun, testing their grace under fire.

“The response to *Runway Game* has been sensational,” said Nancy Ganz, CEO of Fashion Fantasy Game. “We are already working on new features enhancing the current game to showcase designs by FFG members, as well as new games with fashion themes. We expect casual games to expand our audience beyond our current reach through various syndication opportunities.”

Fashion Fantasy Game members are highly engaged having created more than 2.8 million unique designs. FFG's audience of teen girls loves to communicate, share ideas, fashion tips and trends; as a result, they have sent each other over 350 million in-game emails. They know what they like and have contributed more than 10 million ratings of items in the Fashion Fantasy Game community that contribute to player rankings for the game.

“We designed FFG to be much more than just a social network or a game site for teen girls,” said Ganz. “It is the go-to destination on the Internet for our target audience. And we are seeing our members respond by spending a lot of time at the site, resulting in as many as 16 million ad views per month, and with an overall membership that continues to grow at a remarkable rate.”

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, email and chat functions. Fashion Fantasy Game has more than 1.5 million registered members who have created more than 2.8 million original fashion designs.

###

Media Contact: Li Kramer Halpern
pr@fashionfantasygame.com