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Survey by Fashion Fantasy Game Reveals Girls' Top Holiday Gift Wish Lists and Good News for Last Minute Shoppers

“Show Me the Money” a Popular Theme with Teens and Tweens

NEW YORK--(BUSINESS WIRE)--Still shopping for holiday gifts for teens? The most wanted gifts may already be in your pocket or just a click away. Cash is queen among teen and tween girls this holiday season, according to a recent survey of more than 2,500 young women by Fashion Fantasy Game, a social networking and online game site devoted to style and entertainment. When asked what they would like to receive as holiday gifts, 65% of the respondents picked cash – making it the top holiday gift pick. Placing second on the holiday wish list was a laptop computer, which would be a hit with 59% of the girls. Coming in third place was a new cell phone, followed by shoes (#4) and then an MP3 player or iPod (#5). When asked specifically, “Would you like a VIP membership to FashionFantasyGame.com as a gift this holiday season?” an enthusiastic 85% replied “Yes.” To help late shoppers, FFG annual VIP memberships are specially priced for the holidays for \$49.95 and can be purchased at: www.fashionfantasygame.com/gift.

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.When asked what they thought they would actually receive this holiday season, 45% of the girls taking the Fashion Fantasy Game survey said “cash” – leaving 20% of respondents potentially disappointed. Coming in at number 2 on the “most likely to get” list was shoes, followed by fashion jewelry (#3), clothes for school (#4) and music (#5). A laptop computer failed to make the top ten of gifts most likely to get, even though it placed second on wish lists.

“For young women, even holiday gifting is about style and empowerment,” said Nancy Ganz, founder and CEO of Fashion Fantasy Game. “Giving money as a gift provides young women with the resources to express themselves and to learn budgeting skills. These are two core components of Fashion Fantasy Game, where girls can create their own virtual fashions which are then bought and sold in virtual boutiques operated by other players.”

Fashion Fantasy Game (FFG) is an engaged community and online game for young women who are passionate about fashion, friends and fun. Players compete in FFG as designers or store owners, compete in design and sales challenges, and discuss the latest fashion and entertainment news through email, chat and instant messaging. FFG’s nearly one-million members have created more than 1.9 million unique fashion designs and are also into purchasing virtual goods, with sales of FFG virtual goods increasing by 400% for the past several quarters. The site’s founder, Nancy Ganz is a fashion industry veteran whose previous business successes include revolutionizing the intimate apparel industry with the invention of the Hipslip and the development of the Bodyslimmers line of shapewear, which she sold to Warnaco in 1996.

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 nearly one million registered members who have created more than 1.9 million original fashion designs.

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