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Fashion Fantasy Game Joins Glam Media Network

***Exploding Online Game and Social Network Focused on Fashion
Has Strong Audience Among Teens and Young Women***

NEW YORK, NY (May 19, 2009) ---[Fashion Fantasy Game](http://www.fashionfantasygame.com), the rapidly growing online game and social network for young women who are passionate about fashion, has joined the Glam Media network. Ranked fifth on *Adweek's* Digital Hot List, Glam Media leads the women's category on comScore and is the pioneer and global leader of vertical content networks.

"We're excited to add Fashion Fantasy Game to our network because of its powerful ability to connect dynamic young women," said Julieta Alvarado, Director of Network and Community Marketing for Glam Media. "Fashion Fantasy Game is a hot property that attracts women who have a love for fashion and design, thus delivering to advertisers a highly qualified and zealous audience."

Fashion Fantasy Game (www.fashionfantasygame.com) is an online simulation game and social network focused on fashion. The site combines virtual fashion design and retailing with personal profiles, chat, e-mail, blogging, and contests.

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. Ms. Ganz is recognized for revolutionizing the intimate apparel industry with the invention of shapewear and the creation of Hipslip and the Bodyslimmers line, which she sold to Warnaco. In Fashion Fantasy Game, she combined her previous fashion and business experience to create a virtual world for style-savvy young women.

"From the red carpet to Project Runway, fashion has become a huge entertainment phenomenon," said Fashion Fantasy Game founder and CEO, Nancy Ganz. "On Fashion Fantasy Game, young women can engage with each other in an online fashion community and showcase their personal creativity. Our members are chatting about the latest styles, creating their own virtual fashion designs, and participating in our weekly FFG design contests. Some players have taken the fun one step further by creating their own clever design competitions within the game."

Ms. Ganz said Fashion Fantasy Game's marriage of fashion with online gaming and social networking makes it a valuable vehicle for brands seeking to reach teens and young women.

According to Grunwald Associates' *Kids' Social Networking Study*, among teens ages 13-17, 92 percent email, 82 chat online and 61 percent play multiplayer online games. The Pew Internet Study in America revealed that 70 percent of American girls ages 15 to 17 have built and work regularly on a social network profile page.

At Fashion Fantasy Game, nearly 14 percent of members visit the site 26 or more times a month with nearly one in ten members visiting 50 or more times per month. The site is growing at a rate of 10,000 members per week.

“In less than one year, Fashion Fantasy Game members have created 1 million unique apparel designs, and the collections are growing each day. There’s some real talent on our site,” said Ms. Ganz.

About Fashion Fantasy Game

Veteran fashion designer and successful entrepreneur Nancy Ganz developed [Fashion Fantasy Game](#) to meet the needs of young women who have a passion for fashion, social networking and online gaming. In the game, players assume the roles of designer or store owner. As designers, they create fashions, produce them and market them to virtual retailers. Players who become shop owners purchase fashions from the designers, rent retail locations in their choice of four major cities and then must attract shoppers to their collections. Throughout the game, players must carefully watch their expenses and revenues and budget wisely – valuable skills for everyone. Fashion Fantasy Game features multiple levels of play, weekly themed design competitions, email, blogging and chat functions.

[Fashion Fantasy Game](#) is a massive multiplayer online role playing game (MMORPG) that is owned and operated by R. Lilly Tuckerwear Inc.

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