

SHOPSTYLE

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ShopStyle Adds New Features and Fashion Partners Offering Women the Best Place to Create, Share and Shop Personalized Looks

Los Altos, California, April 26, 2007 – ShopStyle (www.shopstyle.com) has added dozens of new retail partners and community features, the company announced today. On ShopStyle women can cross-shop thousands of apparel, shoe and accessory brands from big fashion names like Saks Fifth Avenue to trendsetting boutiques like Lisa Kline Los Angeles all in one place. Pioneers of a new retail category called community driven merchandising, ShopStyle combines fashion, social media and commerce, giving women the tools to interpret the season's style trends so they can create, share and shop personalized looks.

The Best Designers, Brands & the Most Fashionable Stores All in One Place

ShopStyle offers women the best designer brands and the most fashionable stores providing ready access to hundreds of thousands of clothing, shoe and accessory items all in one place - beautifully presented through an elegant and sophisticated online shopping experience. ShopStyle retailers include Saks Fifth Avenue, Intermix, Lisa Kline and Shopbop.com. On ShopStyle women can browse thousands of fashion forward brands by designer, store, sale items and price quickly and easily from the front page.

ShopStyle also makes it easy for women to get a great value through features that allow them to shop all the sales at once across their favorite stores. Or they can set price alerts and have ShopStyle send an email when their favorite items go on sale.

On ShopStyle Women Become Fashion Editors

ShopStyle is unique among fashion sources because on ShopStyle, women drive the style trends. Armed with access to the *most* fashion from a wide range of designers and price points, ShopStyle women have the ability to act as fashion editors by assembling outfits into a stylebook they can use as fashion inspiration, share with their friends and shop from directly. These stylebooks can be organized by outfit, collection or trend.

ShopStyle gives women many ways to personalize their shopping experience. In addition to assembling their own looks, they can draw inspiration from other women in the ShopStyle community. Women can browse the community's stylebooks and register to receive email updates when stylebooks they admire have new products. Registered users have the ability to add personality to their stylebooks with pictures and editorial, much like a blog, and share it with the entire ShopStyle community or just their circle of friends.

ShopStyle also enlists a team of fashion industry insiders to monitor and report on industry trends and assemble them in the form of editorial in stylebooks where women can share comments, get inspired and shop for the season's best looks directly. ShopStyle partners include SheFinds.com, widely regarded as one of the preeminent shopping blogs for busy women reporting on fashion and beauty products across the Internet. SheFinds.com's fashion trend savvy

stylebooks have garnered a loyal following on ShopStyle with women drawing on her reports for inspiration and shopping directly from stylebook features.

Community Driven Merchandising – Shopping is Better When it is Social!

Through community driven merchandising, ShopStyle combines fashion, social media and commerce, giving women the tools to interpret the season's style trends so they can create, share and shop personalized looks.

Unique among fashion resources, ShopStyle also empowers the fashion blogging community through a stylebook "blog it" feature in which bloggers can draw from thousands of fashion and designer brands to create customized looks they upload to their own blog and share with their readers with a click of a button. In addition to helping bloggers drive traffic to their own sites, this community driven merchandising feature benefits the entire ShopStyle community because women can draw on the collective wisdom of bloggers, much as they do a fashion magazine, to create and shop their own looks.

ShopStyle has partnered with Coutorture, a network of 250 fashion bloggers, on "Set the Trend 2007" contest where women can "Create A Look" in the form of stylebooks drawing on the thousands of apparel, shoe and accessory brands on ShopStyle. The contest, which runs throughout the month of May, is open to all fashion lovers. Prizes include \$500, \$250 and \$150 ShopBop.com gift certificates and the opportunity to be featured prominently on the ShopStyle website as a guest stylist. To register and to find more information, visit <http://www.shopstyle.com>.

About ShopStyle

ShopStyle (www.shopstyle.com) is the online equivalent of browsing the racks of the world's most fabulous store. On ShopStyle women can cross-shop thousands of apparel, shoe and accessory brands from big fashion names like Saks Fifth Avenue to trendsetting boutiques like Lisa Kline Los Angeles all in one place. Through community driven merchandising, ShopStyle combines fashion, social media and commerce, giving women the tools to interpret the season's style trends so they can create, share and shop personalized looks.

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