



ABCFAMILY.COM AND MY VIRTUAL MODEL OFFERS USERS A VIRTUAL DRESSING ROOM TO CREATE THEIR OWN UNIQUE FASHION STYLE AS PART OF ABC FAMILY'S CAMPUS CRUSH PROGRAMMING EVENT

Burbank, CA (August 12, 2009) – As part of the ABC Family's Campus Crush programming event, ABCFamily.com, with My Virtual Model, is offering users a virtual dressing room to try on and buy clothing from JCPenney as teens prepare to head back to school. Ideal for catering to the Millennial demographic, the Style U widget is a perfect mash up of fun, social shopping and virtual identity, expanding the virtual shopping experience for a new generation of shoppers growing more accustomed to trying, buying and making a fashion statement online while interacting with their favorite TV shows.

Users can personalize their model, experiment with new outfits and accessories from JCPenney's Back to School collection, share their new looks with their friends and even buy the items online. Users can go to ABCFamily.com's My Virtual Model application at: <http://community.abcfamily.go.com/campus-crush/style-u>. Once the user decides to purchase an item, the "buy" button will take them directly to the JCPenney site: www.jcp.com/teen.

"ABCFamily.com is excited to bring our users and advertisers the My Virtual Model shopping experience," said Vickie Collier, Vice President, Digital Media, Disney ABC Television Group. "This is a great offering for our Millennial audience -- we give them a chance to try on the latest fashions, share them with friends and buy – all online. It is exactly what the demo is looking for, and at the critical back-to-school time when fashion is top of mind."

"We are very excited that ABCFamily.com is the first to use our application in association with a television programming event," said Louise Guay, President and Founder of My Virtual Model. "The trend is definitely an opportunity for teens to express their own style through fashion and to create their own unique look."

"JCPenney is always looking for fun and innovative ways to reach teens," said Nick Bomersbach, Vice President of jcp.com. "ABCFamily.com's My Virtual Model provides another great avenue for connecting younger customers to our stylish and affordable collection of teen brands."

About My Virtual Model

Montreal-based My Virtual Model Inc. has been setting the standard for virtual identity since 2000, with innovative products, including virtual changing rooms, personalized virtual models which can be shared online, home decoration simulators and virtual weight loss applications. Built on IBM WebSphere Commerce software, MVM allows third parties to quickly and efficiently bring entire clothing collection online with easy to integrate tools. Its newest product, the Quick 3D Editor, allows users to create tryable garments from any 2D picture (UGC). For more information visit: www.mvm.com.

About ABCFamily.com

Emmy® Award-winning ABCFamily.com provides a variety of interactive entertainment and community features, from rich, fan-centric programming – including blogs, viewing parties, webisodes, full episodes of the network's hit programming including "The Secret Life of the American Teenager," "Greek," "Make It or Break It," "10 Things I Hate About You" and "Ruby & The Rockits,"

along with previews and behind-the-scenes clips – to personal profiles that allow commenting, favoriting, and rating any content on the site. Social networking tools and online activities foster user interaction with the site and between users. www.abcfamily.com

About ABC Family

Part of the Disney-ABC Television Group, ABC Family is distributed in over 97 million homes. ABC Family features programming reflecting today's families, entertaining and connecting with adults through relevant stories about today's relationships, all told with diversity, dysfunction, passion, humor and heart. ABC Family's programming is a mix of network defining original series and original movies, quality acquired series and blockbuster theatricals. ABC Family is also the destination for annual Holiday events with "13 Nights of Halloween" and "25 Days of Christmas!" ABC Family. A New Kind of Family.

For additional press materials for ABC Family, please go to www.abcfamilymedianet.com

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