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MY VIRTUAL MODEL INC. ACQUIRES EZSIZE

Combined company will create a single network of catalog and on-line apparel merchants offering mix & match, fit, size and style suggestions to shoppers

Montreal, June 21, 2001 – In yet another bold move that solidifies its position as the industry standard in catalog and on-line shopping applications, My Virtual Model Inc. today announced the acquisition of New York City-based EZsize, the leading provider of fit and size technology. MVM will immediately integrate EZsize's "Best-Fit" technology into My Virtual Model Inc.'s current product offering, creating a powerhouse solution for catalog and on-line apparel retailers.

In addition, the two companies' client rosters will be combined into a single, seamless affiliate network, where millions of consumers will be able to use their unique profiles to mix & match garments, receive fit & size suggestions and style advice. The integrated client roster features industry leaders including: Lands' End, Limited Too, Lane Bryant, Nutri/System, FUBU, Orvis, WeddingChannel.com and others.

"Fit and size concerns along with visualization are the biggest impediments to growth in the on-line apparel industry, with incorrect fit and size being the major cause of high return rates for both catalog and on-line retailers" said Louise Guay, President and CEO of My Virtual Model Inc. "We made this move to consolidate the leading technologies under one banner and into one unified application." Jeffrey Roth, EZsize founder and CEO added, "This is a truly exciting time for both My Virtual Model Inc. and EZsize. Combined, we offer multi-channel retailers and apparel brand manufacturers a state-of-the-art suite of tools built to improve ROI as well as satisfy the critical needs of the apparel industry."

This is much more than a marriage of best-of-breed technologies. It also creates *the premier network of highly qualified apparel shoppers*. This strategic union sends a clear signal to the marketplace and ultimately maximizes the value My Virtual Model Inc. and EZsize provide to the apparel industry.

The combined company will continue to operate under the My Virtual Model Inc. banner and will offer catalog and on-line retailers two distinct product options. The first includes a stand-alone, easy-to-use fit and size tool that will give shoppers accurate fit and size suggestions based on their body measurements and the garment's sizing specifications and intended fit. This application will reduce costly merchandise returns and lift conversion rates.

The second integrates My Virtual Model Inc.'s innovative core offering of visualization tools featuring just released **E³** body, face and garment enhancements with the EZsize fit and size module. Together, these unique features offer apparel retailers and brand manufacturers a comprehensive, easy-to-implement solution that will enhance their shoppers' on-line experience, lift conversion rates and average order value, increase traffic, and reduce costly returns.



About My Virtual Model Inc.

My Virtual Model Inc. offers the world's first and most comprehensive suite of on-line apparel shopping applications. Its core solutions deliver significant improvements in the profitability of on-line apparel sites and catalog operations. Users create a distinct profile and shop in a virtual dressing room. They receive personalized style advice and get individual fit and size counseling. Over three million models have been created on major retail apparel and catalog merchants, including Lands' End and Limited Too. My Virtual Model Inc., with a staff of over 250 professionals, has offices in Montreal and New York.

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