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NEW DATA FROM LANDS' END SHOWS VALUE OF MY VIRTUAL MODEL™ TECHNOLOGY

Conversion rate and average order value are up

MONTREAL, Sept. 25, 2001 – My Virtual Model Inc., developers of standard-setting online apparel shopping technologies, today announced the results of a study conducted by longstanding partner Lands' End, Inc. (NYSE: LE), a leading direct merchant of traditionally styled clothing.

The study illustrates the value that My Virtual Model™ technology adds to Lands' End's online business model. Conducted between November 2000 and April 2001 and based on raw data taken directly from Lands' End server logs, the study shows the following conclusions:

Conversion Rate up 26%

The conversion rate is an important measure in e-commerce that represents the percentage of Web site visits that are 'converted' into purchases. In this case, visits to www.landsend.com using the My Virtual Model™ Dressing Room delivered 26% more purchases than the average visit to www.landsend.com.

Average Order Value (AOV) up 13%

Another key indicator in e-commerce, the AOV is the value of an average order. In this case, the AOV of purchases made on www.landsend.com using the My Virtual Model™ Dressing Room was 13% higher than the AOV of purchases made on www.landsend.com overall.

"Lands' End is a billion dollar company and an undisputed leader in its sector," said Louise Guay, president and CEO of My Virtual Model Inc. "Our success with Lands' End clearly demonstrates that we have set the standard for online apparel shopping," Ms. Guay added.



“We’re pleased our customers have made the My Virtual Model™ Dressing Room one of the most-used features on our Web site,” said Bill Bass, senior vice president, E-commerce, Lands’ End. “We first introduced My Virtual Model™ technology as a customer service feature to improve the online shopping experience. The main goal was not to increase sales. But, these new findings prove it’s not only been a great feature our customers value, it’s also produced valuable returns for the company,” Mr. Bass added.

About My Virtual Model Inc.

My Virtual Model Inc. has set the standard for online apparel shopping. Two core technologies – My Virtual Model™ Dressing Room and My Virtual Model™ Fit – enable consumers to ‘see’ and ‘try on’ clothes before making a purchase. Users also benefit from the personalized My Virtual Model™ Style Advice online feedback service. For merchants, deploying My Virtual Model™ technology improves bottom line profitability by increasing revenues while cutting costs. Shoppers using My Virtual Model™ solutions spend more, buy more and return far fewer items – resulting directly in reduced shipping and handling costs.

More than three million models have been created on the Web sites of merchants including Lands’ End, Limited Too, Lane Bryant Stores and Nutri/System. Innovative retailers and portal operators such as Duck Head, FUBU, Maxim Online, Orvis, Sympatico-Lycos Inc. and WeddingChannel.com are joining the growing My Virtual Model™ Network. With offices in Montreal and New York City, My Virtual Model Inc. employs 250 people.

About Lands’ End

Lands' End is a global direct merchant of classically inspired clothing for men, women and children, soft luggage and products for the home, sold through regular mailings of its catalogs and Web site www.landsend.com. Total merchandise sales for fiscal year 2001 were \$1.462 billion. Online sales accounted for \$218 million of merchandise total sales.