



VIRTUAL FITME receives Patent Pending status
Introducing a new marketing software tool for consumers, for virtual shopping online

FOR IMMEDIATE RELEASE

Gwynn Oak, Maryland; March 19, 2012 –*Virtual FitMe* receives its Patent Pending status. *Virtual FitMe* (VFM) introduces to the marketplace, a new, innovative software tool that enables interactive-shopping online that will provide retailers, utilizing web-based store fronts; added flexibility, accuracy, and convenience to their customers. *Virtual FitMe* is a virtual-self-depiction software system comprised of a human avatar creation program. This software product has never before seen in the United States and will be exclusively available through its retail partners.

The consumer will enjoy shopping online in contrast to the conventional manner of shopping. The creation of the human avatar will assist consumers in visualizing an article of apparel within a retailers catalog or online. The consumer will feel more confident in making an internet-based purchase of article of apparel, with less fear and concern of having to return article of apparel, due to being the wrong size. The consumer will enjoy seeing themselves, using the human avatar and playing “dress up” on a virtualized version of themselves.

The 3D virtual model, avatar will adjust to allow features such as height, weight, musculature, bust size, arm and leg length, etc. The avatar will also have the capabilities to permit users to rotate, zoom, and pose to get a complete look at what the clothing will look like on them. Users will receive a notification if the selected 3D clothing does not fit their model, either because it has stretched too far, ripped or applies too much pressure to the 3D model.

The inspiration for the company was the frustration, but realization that there is a need for a product that can provide online users with the appropriate tools to shop advantageously, conveniently and accurately. While online shopping is steadily increasing, stores generally have the same labels for clothing sizes—small, medium, and large—different stores’ sizes can, and quite frequently vary.

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Oftentimes, this may even be the case within the same store when choosing between different brands. This is very problematic for individuals who wish to shop online or in catalogs for the majority of their clothing. Because consumers are unable to physically try on clothing when making a purchase over the internet, the consumer is reduced to guessing as to what size to purchase. If the consumer purchases the wrong size, the item has to be returned via mail or directly to the store, both of which wastes time and energy.

Virtual FitMe, the Marketing Tool for Interactive Shopping, is the solution for the online shopper, to make shopping more convenient and more accurate. An effective solution is necessary such that shoppers can shop from the convenience of their homes, yet retain the proper fit and look upon purchase of goods. This innovative product allows consumers to fit clothes on a virtual image of themselves in order to obtain the exact fit of apparel, before they buy the item. Thereby, reducing the amount of returns a retailer receives. Consumers will have the ability to download the software and utilize the product when shopping on line, when they are looking through a catalog, and when they are shopping in a store.

Virtual FitMe is a Limited Liability Corporation, founded in Baltimore, Maryland . The product will be built to accommodate web service for connecting current online e-commerce systems to the product. The program will support the following proposed technologies, Web Service/API, 3D engine and 3D modeling program.

VirtualFitMe will promote and enhance interactive shopping and is designed to accommodate the needs of a diverse clientele within a very large and growing market niche. For more information, please visit the website at

www.VirtualFitMe.com.

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