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ENTERTAINMENT MEDIA WORKS (EMW) DRESSES UP DOPPELGANGER'S vSide WITH THE LAUNCH OF STARSTYLE BOUTIQUE

Plinking™ Brings vSide Residents One Step Closer to the Stars

NEW YORK (October 30, 2007) – Entertainment Media Works (EMW), the leader in bringing brands and products seen in digital media together with style conscious consumers, today announced the launch of its StarStyle boutique in Doppelganger's vSide, further expanding the reach of EMW's StarStyle Network. vSide provides an immersive social experience focused on music, entertainment and fashion set within a virtual urban environment.

Under the agreement, EMW will bring its patented Plinking™ platform to vSide residents allowing visitors to the StarStyle boutique to watch their favorite music videos and shop for the actual products featured in the videos both within the vSide environment and in the real world. Among the first videos to be commercially enhanced by StarStyle are Fergie's "Glamorous," Sugarland's "Everyday America," Ne-Yo's "Because of You," Fall Out Boy's "Thnks Fr Th Mmrs," Colbie Caillat's "Bubbly," Notch's "Dale Pa' Tra (Back It Up)," Daddy Yankee's "Impacto," and Lloyd's "Get It Shawty."

Beyond its boutique, EMW will also associate real-world product links with other virtual products available within the Doppelganger world. The agreement with vSide continues to broaden the StarStyle Network, which already includes MTV Networks' group of sites (MTV.com, VH1.com, CMT.com), MySpace, Friendster, and Univision.

"We are very excited to add the StarStyle boutique to our world," said Tim Stevens, CEO, Doppelganger, Inc. "Users can purchase virtual and real world apparel and accessories to be worn by their avatars as well as to wear to school the next day. This partnership provides our visitors with a more complete experience in emulating the styles of their favorite celebrities."

"vSide represents a significant addition to the StarStyle Network as our distribution channels continue to expand. The StarStyle boutique experience is driven by consumer demand for fun and immersive shopping, allowing them to discover new fashions and identify the context of the product's celebrity exposure," said Ashley John Heather, CEO of Entertainment Media Works. "We look forward to bringing more musical artists into the mix and extending these exciting retail opportunities to both online and real world communities."

EMW's boutique within vSide (www.vside.com) provides a new way to link media and brand partners with consumers through EMW's patented Plinking application delivering the newest, hottest fashions and accessories seen in digital media directly to consumers.

About Entertainment Media Works

Entertainment Media Works (EMW) is the leading company helping to close the loop between brands, media companies and consumers. EMW achieves this by helping brands highlight their products in

media, and helping consumers to identify and buy products they see in that media. EMW's mission is to allow consumer to identify, bookmark, share and purchase any product they see within media, and to enable brands to track the effectiveness of the inclusion of their products.

Listed among 2007's OnHollywood Top 100 private emerging technology companies in digital entertainment and media, as well as LinkShare's Innovative Affiliate of the Year, EMW has signed deals with such content partners as NBC Universal, ABC, Showtime Networks, 20th Century Fox, Turner Entertainment Networks, Warner Bros., FremantleMedia, 19 TV Ltd., and Universal Music Group.

Through EMW's destination portal, www.starstyle.com, consumers can search for products seen in their favorite media. EMW also syndicates its content and technology via its StarStyle Network marketplace to other media portals.

About Doppelganger, Inc.

Doppelganger, Inc. is a social entertainment company offering virtual world experiences for today's youth around music, fashion and entertainment. Doppelganger creates an immersive and connected virtual environment that reflects and amplifies the youth demographics' real-world interests: music, pop culture, fashion, celebrities, self-expression, community, and social networking. Doppelganger makes it possible for media partners and brands to connect with this influential demographic in cool, interesting new ways through a vibrantly created, expertly targeted social entertainment world.

Users can register to join the vSide at (www.vside.com). Doppelganger is a privately-held company based in San Francisco. www.doppelganger.com.

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