

Rocawear and Outspark Deliver Trendsetting Urban Fashion To Digital Worlds

Rocawear Virtual Items Debut In Outspark's Project Powder

Los Angeles, CA (PRWEB) July 2, 2009 – Hip young fashionistas rejoice, as a new partnership announced today brings Rocawear, the famous lifestyle apparel brand co-created by the legendary Jay-Z, to virtual worlds, social networks and online games including Outspark's *Project Powder*. *Project Powder* takes players to a snowboarder's paradise where they can customize their characters and accessories, race against friends and pull off jaw-dropping stunts on the finest snow in the galaxy.

"Our online games and relevant user base provide great engagement channels for the right celebrities & brands. We're excited about working with Rocawear, one the leading and hippest brands out there. Partnerships like these deliver the types of experiences and unique content we continuously seek to offer our community," said Wilson Kriegel, Outspark Vice President of Business Development.

The Rocawear virtual items, based on current and prospective physical Rocawear products, are now available from the *Project Powder* Pro Shop, accessible at <http://store.outspark.com/projectpowder> and within the *Project Powder* game.

The partnership was made possible by Virtual Greats, which connects celebrities, artists, intellectual property owners and brands with a new generation of fans, unlocking value through digital representations of real-world content in online communities. The deal marks the first time merchandise from Virtual Greats will be available in massively multiplayer online games. Rocawear will also be the first apparel brand to license its intellectual property for distribution in online communities via Virtual Greats, building on Virtual Great's existing strength in celebrity, entertainment, and sports IP.

"With a line of trendsetting products ranging from children's clothing to loungewear to sunglasses, Rocawear is the kind of lifestyle brand that is ideally poised to capitalize on the desire of online consumers to express themselves with fashion," said Dan Jansen, CEO, Virtual Greats.

About Virtual Greats LLC

Virtual Greats connects celebrities, artists, intellectual property owners and brands with a new generation of fans, unlocking value through digital representations of real-world content in online communities. Virtual Greats' unique team of specialists is based in Los Angeles and New York City, helping partners develop new revenues from the complex

relationship between content, technology, and virtual goods while reaching out and connecting with young audiences.

About Rocawear

Rocawear is a dominant lifestyle apparel brand for a wide range of customers, with annual retail sales over \$700 million. Inspired by an urban aesthetic rooted in young men's sportswear, Rocawear has expanded its brand through licensing pacts to develop lines for children (Kids Headquarters), junior's (Signature Apparel), socks (Gina Group), handbags and belts (M. London), big & tall (Endurance), headwear (Nas Industries), jewelry (K & M Associates), ladies intimates and men's loungewear/underwear (Age Group), ladies footwear (Topline), Men's Footwear (Two Feet Productions) and sunglasses/Optical frames (Colors in Optics).

About Outspark

Outspark is a leading entertainment services company that publishes and operates engaging online multiplayer games. Featuring a portfolio of immersive free-to-play games and related content, the company is building an online destination where members come for the games and stay for the community. Backed by Tencent, Altos Ventures and DCM, Outspark is headquartered in San Francisco, Calif., with a subsidiary office in Seoul, Korea. For more information, visit <http://www.outspark.com>.