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New Web site gives women the ultimate holiday gift – perfect jeans

In less than 5 minutes zafu.com solves a problem that women have struggled with for years

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Some Web sites have helped match women to their perfect date, zafu.com matches women to their [perfect jeans](#).

Four months after its launch, zafu.com is rapidly changing the way women shop for jeans. This free, online “virtual dressing room” lets women answer a few simple questions about their fit, size and style preferences, and provides personalized recommendations from nearly 300 jeans styles from over 90 of the country’s top denim and apparel brands. All of this in just a few minutes and without the need to take a single measurement. And what’s more, 94% of women find perfect fitting jeans.

Hundreds of thousands of women have already found that in less than five minutes zafu.com solves a problem that has plagued them for years – finding their perfect jeans. This holiday season, zafu is giving women the gift of turning shopping for jeans into a real pleasure.

The site is lead by the former head of Levi’s, Robert Holloway, zafu CEO, and a senior team of players who have worked with McKinsey, Gap, Old Navy and Banana Republic. The team at zafu are saving women from the frustration of looking for jeans and bringing peace to the shopping process by drawing on six years of intensive fit research and creating algorithms that match women with their perfect pair of jeans.

“The cool thing about zafu.com is that a woman who has been struggling for years with finding jeans can test the site and in less than 5 minutes find her perfect jeans,” said Holloway. “I think the reaction we are seeing is due to the combination of several things. Our service is really easy to use and requires no measurements. Women always talk about how accurate the results were for them personally and how quick it was to complete.”

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"We have been surprised by the reaction and the amount of feedback," said Holloway. "Women and bloggers have tested the site and loved it. We've had many brands and retailers contact us since we launched asking how they can be involved and we joined with Shopping.com to offer the service on their site in October."

ABOUT ZAFU

zafu began in 2005 and is located in a converted bakery in Emeryville, California, just across the Bay from San Francisco. The site launched in August 2006 and has seen spectacular growth and results. Learn more about how to find perfect [jeans](#) at www.zafu.com.

In the first four months hundreds of thousands of women have used the service and the feedback has been overwhelmingly positive. Shopping.com launched the service on their site in October.

zafu has drawn on six years of comprehensive fit research and algorithm development from their sister company Archetype Solutions. zafu has combined this knowledge with additional work measuring, assessing and photographing thousands of women trying on hundreds of pairs of jeans. In doing so, zafu has identified key body shapes for women and created algorithms that enable them to ask a woman a few simple questions and use her answers to search their database of hundreds of jeans to recommend those that will best fit her. At zafu.com, there is real science behind the art of finding that perfect jean.

The zafu team has deep experience in retail, statistical analysis, fashion, pattern making, software development and retail marketing. zafu is a part of Archetype Solutions, a venture backed company founded in 2000 and the industry leader in the area of fit. Learn more about Archetype at www.archetype-solutions.com.

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