

FOR IMMEDIATE RELEASE

GRAND OPENING OF YOUR VIRTUAL WORLD

COSTA MESA, California (May 14, 2012) – YOUR VIRTUAL WORLD (YVW) will open its online store for business on June 1, 2012. Our starting point as a company is this: storytelling is one of mankind's deepest forms of communication and our youth need all of the help they can get. Jesus taught through parables. Buddha through koans. Best loved family histories and national histories are narratives. Our human connections, and society itself, is based on storytelling. Storytelling can be entertaining, informative, inspiring, and even therapeutic. YVW is building on this foundation to improve literacy and understanding among young people. YVW creates personalized animated stories that can be experienced on computers, tablets, eBook readers, assorted mobile devices, or the Internet. Customers can put their photo likeness or somebody else's on an avatar that plays a starring role in their chosen animated story. Our customers receive an immortalizing keepsake story from us that they or their designated recipient will hopefully keep and treasure for life. YVW's Campfire Tale Series of personalized stories are designed to challenge and improve reading skills while building self-esteem. It's no secret that high self-esteem helps kids, teens, and adults confidently plow through tough challenges. We've selected story themes that increase broad cultural awareness and appreciation as all of us grow into an increasingly globalized world in which there are undeniably real winners and losers. Even children compete for slots in gifted programs and top middle schools. Literacy is the foundation for further learning. If a nation or people can't compete on cheap abundant labor or cheap capital, the ideas and innovations of the well educated are paramount and the raw material for those ideas and innovations stems from acquired learning and experience. A Japanese proverb states, "There are no national frontiers to learning".

YVW publishes a series of personalized stories that pass on the storytelling traditions of many cultures throughout human history. Clearly, mankind's young and old have been telling and enjoying real and imagined stories very long before recorded history. Stories satisfy some primal needs in people everywhere. YVW's carefully written and beautifully animated series of stories tell both familiar and undiscovered tales. We will personalize our customer's chosen story throughout and make it absolutely unique to their chosen recipient. Customers can customize the "star's" male or female body styles as well as male or female hairstyles for just the right look. We attempt to closely match the skin tone of the avatar we create for them based upon the photo they provide. Further, we will colorize black and white photos that customers upload to us for their made-to-order animated stories. The breathtakingly true likeness of the chosen recipient as well as the name provided of the recipient will be woven into a highly customized version of the selected story. It will then be delivered as a personalized animation and an accompanying full color and printable (PDF) eBook.

Our Campfire Tale Series stories are kept cost competitive with printed paper books and have several distinct advantages making them an excellent value. We'll save the planet's trees from unnecessary destruction as well as the water and energy required to make, print, and distribute our stories. Book size and weight are not an issue. Portability is the hottest

advantage. Unlike paper books, our multimedia stories can be viewed on desktop computers, huge projection screens, televisions, laptops, portable players, smartphones, eBook readers, tablets, and on devices yet to be invented. We even create made-to-order stories as 3D movies. We offer all of our stories in a choice of ten different languages. YVW can host purchased stories online in two year increments so the whole world can enjoy it! Schools and teachers should note that hosting their stories on YVW's web site offers the enormous benefit of being able to freely and effortlessly share your made-to-order stories 24/7 with an unlimited audience.

YVW's Fireside Theater stories are tiny tales told by animated story tellers and celebrate the ancient oral tradition of storytelling performed at a time when no batteries were required. (No fluff, no glitz, just tell a story) They are free to watch for our worldwide audience of story lovers. To date, our Fireside Theater stories tales have been widely embedded for viewing in third party web sites through YouTube.com so viewership numbers grow dramatically every day. Unlike the Campfire Tale Series of stories, they cannot be personalized, downloaded, or serve as reading exercises for developing readers but like written stories they leave much to active imaginations. YVW presents them back to the world that birthed them in order to share in and preserve the long cultural history enshrined in stories that mankind has collectively created and nourished over many generations on earth.

When choosing a gift for children it is always important to find something exciting. If caregivers are trying to find something educational as well to give a child assistance and support in a hotly competitive world, the options are greatly reduced. An affordable, well-chosen personalized animated story is the perfect gift to excite and create an interest in reading and a great head start in life.

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For further information on YVW, "*Fireside Theater Series*", and "Campfire Tale Series", please see <http://www.yourvirtualworld.tv> "*Your Virtual World*", "*Fireside Theater Series*", and "*Campfire Tale Series*" are trademarks of Your Virtual World. All other products are trademarks or registered trademarks of their respective holders. All rights reserved.

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