



## **That's It! Launches First Ever “Click-to-Commerce Shoppable Image” Technology on LA.Com with America’s Next Top Model Adrienne Curry**

**(Los Angeles, CA) January 13, 2009**— Have you ever seen something online in a celebrity image or video that you really wanted to buy, but had no clue where to find it or even what it was called? That's It! has unveiled its one of a kind interactive Click-to-Commerce shopping technology that solves that shopping dilemma. Premiering with the launch of Adrienne Curry's fashion and style blog on LA.com, That's It! technology will turn Adrienne's still images from the blog into instant online shopping opportunities. Now consumers can roll their mouse on images of Adrienne and instantly identify her makeup, color of eyeliner, brand of jeans she is wearing in the image.

The revolutionary That's It! technology allows users to mouse over an image or video, instantly identify a specific product, and click through to buy the product. Whether it's a picture of a celebrity, a music video or a fashion spread, if a user sees something they like they can simply click to buy. For the first time, users can share this technology with their friends by posting the picture to a social networking site, such as Facebook, with the That's It! technology embedded. That's It! enables the actual still image or video with all of the embedded advertising that can be interacted with on Facebook (and other social networks) in the same way it was first viewed on LA.com.

LA.com is an insider's guide to Los Angeles that features everything from entertainment, nightlife, clubs and bars, shopping and fashion, dining, upcoming events and the latest celebrity gossip. The partnership between LA.com and That's It! will provide a fashion celebrity connection for the interactive shopping application. Every fashion and style image on Adrienne Curry's blog, a new addition to LA.com, will have the That's It! technology to make them clickable and shoppable. Curry was the winner of the first season of “America's next Top Model,” and starred in all three seasons of VH1's “My Fair Brady,” where she met her husband, actor Christopher Knight.

Launching January 13 on LA.com, Adrienne Curry will premiere her first fashion blog. “My partnership with That's It! and LA.com will change the interaction between my fans and me,” says Curry. “So often fans will email me trying to find out what I am wearing and how they can get that look. Now, with the That's It! technology, fans and consumers will be able to instantly know what I am wearing and find out the style that is right for them. I'll be able to share my own sense of style and fashion, and connect fans directly to the shopping sites where they can create that look for themselves.”

“We are so thrilled to launch That's It! with our partnership with LA.com and Adrienne Curry,” says Randy Malinoff, CEO and Co-Founder of That's It!. “The integration of our technology with the sophisticated LA.com user and the fashion insights from Adrienne will give the reader an entirely new experience that they have never been able to have before. The user can now use the site not only to get all their information about where to go, what to do in LA but also what to buy using Adrienne Curry's blog of the latest fashion and style trends. All of this is done in one click instead of searching hours on the web – That's It! does all the work for you.”

That's It! advanced image and video formats have incredible reach and enable unlimited creativity. The LA.com user will have the ability to get instant purchase information within a still image or video and continue to maximize the impact of the consumers high demand for new and engaging ways to interact with content. "We're amped to have Adrienne and That's It! on our 'new' site. Adrienne pairs her fashion sense with speaking her mind ... and we love that. We're expanding what users get, content-wise, as well as giving them new tools to make LA.com a community. Adrienne's pairing with That's It! is a high-profile example of what we hope all our users will do: tell us what they think and show us what they want," said Jason Middleton, Senior Editor, LA.com

That's It! has seized the opportunity to unite celebrity culture with today's hottest trends in fashion, accessories and other lifestyle products. Consumers are now linked with the "must-have" styles and brands they see on their favorite celebrity and fashion websites, music videos, movie trailers, TV shows previews, like never before.

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ABOUT THAT'S IT!: Founded in 2008, That's It! transforms online videos and stills into Click-toCommerce shoppable media. The technology lets users easily identify and easily purchase products appearing in the online still images, music videos, movie trailers, celebrity websites, TV show previews as well as other online media. That's It! has an exclusive patent-pending technology that overlays hot spots on content owners' still images and video. With a simple mouse rollover, the featured brands and products are identified, clickable and shoppable instantly, enabling brands to reap the benefits of online impulse purchasing. That's It! offers an unparalleled combination of know-how, industry access and passion for what they do. That's It! is strategically positioned to help their partners capitalize on the lucrative opportunities available in today's burgeoning online marketplace. [www.thatsit.com](http://www.thatsit.com)

ABOUT LA.COM: Launched in March 2004, LA.com is less of a directory and more of a dynamic insider's guide to Los Angeles. Covering where to go, what to do, what's new and what's classic in this complex, constantly evolving, mega-sprawling metropolis, the site is geared towards residents and visitors alike. LA.com has relaunched with social networking tools to better explore the sexiest city in the world through the eyes of its users (and a few dedicated editors). LA.com is developed and maintained by the Los Angeles Newspaper Group and owned by Media News Group, an industry leader in newspaper publishing and multimedia. [www.la.com](http://www.la.com)