

CONFESSIONS OF A SHOPAHOLIC

BLUEFLY JOINS WITH TOUCHSTONE PICTURES AND JERRY BRUCKHEIMER FILMS' TO PROMOTE 'CONFESSIONS OF A SHOPAHOLIC'

BURBANK, Calif. (January, 2009) – In a major promotion of the new motion picture CONFESSIONS OF A SHOPAHOLIC from Touchstone Pictures and Jerry Bruckheimer Films, online retailer Bluefly has established an extensive and unique integrated online marketing campaign to support the film's release. As the leading online retailer for on-trend designer merchandise at a great value, Bluefly will bring together its devoted customers, followers of the celebrated book series, and fans of the film to participate in an unprecedented in-depth experience that brings the glamour of the film's fashions and characters to life. As a first for any major entertainment brand, Bluefly will be organically integrated into the film's online marketing including hosting of the official CONFESSIONS OF A SHOPAHOLIC website at www.Bluefly.com/shopaholic. The site will be imbedded into Bluefly.com's layout and framework.

"Bluefly is a wonderful collaborator for this film," said Jim Gallagher, president of marketing for Walt Disney Studios Motion Pictures. "We're very excited by the potential of this program to resonate with our audiences in especially creative ways."

"Supporting 'Confessions of a Shopaholic' was a natural fit for us" said Melissa Payner, CEO of Bluefly, "Our customers consider Bluefly the ultimate destination for the latest in fashion and pop culture and the Shopaholic audience is clearly cut from the same cloth. We're so excited to be able to offer a truly immersive experience both on-air and online for the fashionistas of the world to literally "buy" into the movie with a single click on Bluefly.com."

As part of these extensive promotional efforts, Bluefly will begin a run of targeted co-branded TV commercials that will debut on January 15th through the film's release.

Additionally, Bluefly will collaborate with Walt Disney Studios Motion Pictures to create unique online fashion experiences launching this week on the official co-branded site. The "Rebecca's Closet – Get That Look" feature allows users to explore the unique fashions created for the film, discover costume designer Pat Field's inspiration for the items, and instantly shop for similar clothing and accessories within the Bluefly store.

Walt Disney Studios Motion Pictures will also spearhead an aggressive social media experience within the FaceBook social networking site where visitors will be able to engage in multi-level activities with Bluefly clothing items and accessories. The "Shopaholic Magazine" application (www.FaceBook.com/ShopaholicMagazine) is an extension of the wildly popular

“gifting” function within FaceBook that gives users the opportunity to buy, collect, gift, and borrow virtual items that can actually be found and purchased on Bluefly.

The “Confessions of a Shopaholic” and Bluefly program is now live including the www.Bluefly.com/shopaholic website, and the motion picture will be released nationwide on Feb. 13, 2009.

About Bluefly, Inc.

Founded in 1998, Bluefly, Inc. (NASDAQ SmallCap: BFLY) is a leading online retailer of designer brands, fashion trends and superior value. Bluefly is headquartered at 42 West 39th Street in New York City, in the heart of the Fashion District. For more information, please visit www.Bluefly.com.

About “Confessions of a Shopaholic”

In the glamorous world of New York City, Rebecca Bloomwood (ISLA FISHER) is a fun-loving girl who is really good at shopping—a little too good, perhaps. She dreams of working for her favorite fashion magazine, but can’t quite get her foot in the door—until ironically, she snags a job as an advice columnist for a financial magazine published by the same company. As her dreams are finally coming true, she goes to ever more hilarious and extreme efforts to keep her past from ruining her future.

ISLA FISHER (“Wedding Crashers”) stars in the film from producer Jerry Bruckheimer and director P.J. Hogan (“My Best Friend’s Wedding”). The screenplay by Tracey Jackson and Tim Firth and Kayla Alpert is based on the books “Confessions of a Shopaholic” and “Shopaholic Takes Manhattan” by Sophie Kinsella.

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