

# Internet In Our Lives

## People Do Go Online To Meet New People

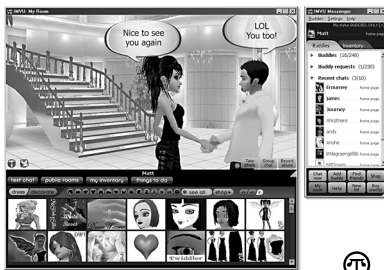
(NAPSA)—People worldwide are spending more time online. But where are they going once they're on the Web?

According to a recent survey conducted by Harris Interactive, adults worldwide go online for several reasons: 23 percent of respondents say they go online for dating, 50 percent use social networking sites and 72 percent play games. In addition, people love to shop—nearly half of online users say they feel confident shopping on the Web.

While many Web destinations focus on any one of these activities, one in particular touches on all of them—offering the world's largest user-generated virtual mall where people can shop to their heart's content.

Over the last four years, the community at IMVU.com has grown around the use of online three-dimensional characters, called avatars. For a fraction of the real-world cost, a person can buy clothes, shoes, hairstyles and much more for his or her avatar. And with the largest virtual catalog in the world, people can express themselves in a unique way while connecting with new people from all around the world.

Having a unique avatar is very important to each IMVU member because it represents how they view themselves; people change their clothes daily, even hourly, and visit interesting virtual rooms to meet new people. Users can do just about anything—ride through a desert on a magic carpet or visit the beach in Bali in their cute bathing suit. Some just want to chat with others who have the



**A popular online destination, [www.imvu.com](http://www.imvu.com), lets people connect in 3D and shop for their avatars.**

same interests, such as movies or politics, in a public forum or a private chat.

With the many fun possibilities that exist, there is one main reason why people keep coming back to the site—it's a place where new relationships are made and strong communities are formed. Popular communities such as Anime, Goth, Latino, moms, and LGBT are just a sampling of different types of groups that are thriving within the IMVU community.

Leslie Lewis of Pleasanton, Calif., for instance, states, "You never know what exciting things you'll find. In fact, one of my first online buddies is actually from Egypt! IMVU has really added so much to my life as I can look the way I want and connect with people from everywhere in a safe, anonymous environment."

For people who love to shop, connect with people all around the world or create virtual products to sell, IMVU prepaid cards are available for purchase at major retail stores, including Target, 7-Eleven and Speedway. To learn more, visit [www.imvu.com](http://www.imvu.com).