



Press contact:
Paul Green
08452 303049
press@publicityheaven.com

Miss Bimbo factfile: updated July 2008

About the business

- ✓ Miss Bimbo is the UK's biggest online virtual reality social networking game with 750,000 registered users
- ✓ The website address is www.missbimbo.com
- ✓ There are two sides to Miss Bimbo: the fashion game and the fashion/female community
- ✓ In the game, players must take a female character known as a Bimbo, and help her thrive in her virtual world. They do this by feeding her, buying her clothes, giving her beauty treatments, etc.
- ✓ Each player is given 1,000 Bimbo Dollars and can earn more by playing games, or buy them via PayPal or text message
- ✓ The forums are some of the most active in the UK, used each week by **85%** of the users. They are a hotbed of advice and discussion for girls and adults alike. There are sections on women in society, the female body, women on the net, and women in business alongside fashion contests and gossip rooms
- ✓ In the forums, members from all ages give and exchange advice and conversation between one another in a safe moderated environment. The largest and most vocal 'bimbos' are housewives and professionals in their 20s and 30s
- ✓ Miss Bimbo takes online safety of its user base very seriously. It adheres to the Children's Online Privacy Protection Act of 1998 and the guidelines of the Children's Advertising Review Unit (CARU) of the Council of Better Business Bureaus, Inc. Players aged under 13 must get permission from their parents (a parent's e-mail is required to be verified). Players aged 13 and under cannot write and receive personal messages and can access the game part of the site only
- ✓ Miss Bimbo is owned by Blouzar Ltd, which employs 5 people in London. It was set up in 2008

Fast facts

- ✓ The average age of Miss Bimbo's members is 19.1 years old
- ✓ Of the current top ten players, one of them is aged under 21 (she is aged 17). 20.1 % of overall members are aged under 16
- ✓ The membership is split 83% female, 17% male
- ✓ There are 12 moderators moderating the forums aged 18 to 61
- ✓ Miss Bimbo is growing at an average of 4,000 new players a day
- ✓ It is many women's 'secret pleasure'

About the people

Nicolas Jacquart

23-year-old Nicolas came up with the idea for Miss Bimbo whilst studying at university in France.

He moved to London to start Blouzar interactive entertainment and takes charge of the technical side of Miss Bimbo.

Chris Evans

30-year-old Chris is the 'English' half of Miss Bimbo. He started several businesses before joining Nico to create Blouzar.

He is responsible for the marketing and community side of the business.

Full press resources including images, logos and screenshots, are available online at www.missbimbo.com/press

Contact Paul Green on 08452 303049. Email press@publicityheaven.com