

SizeWize Announces \$100 Gift Card Contest To Celebrate Launch Of New Site

(January 20, 2010) SizeWize, a unique new website which helps women calculate their clothing size in all major clothing brands, is announcing a contest to help celebrate the launch of www.SizeWize.com.

Visitors to the site can enter their name for the chance to win a \$100 gift card for any of the brands featured on the website. The winner will be announced Feb. 14.

The concept behind SizeWize is simple. Shopping online is frequently an exercise in frustration, because when buy clothing without trying it on, they have to guess at the size, and often end up purchasing clothing that doesn't fit. Finally, one busy mom who loves to shop online decided to do something about it - and developed the unique new website, www.SizeWize.com.

The website tells online shoppers their correct size for nearly every women's clothing brand and retailer, from Abercrombie and Fitch to Zumiez.

One of their most unique features is the ability to enter one's clothing size in one brand, and then search for the correct size in any other brand.

"If someone wears a size 6 petite pants in Ann Taylor, and they want to know what their size is in Banana Republic, now they can find out," explains Amanda Fries, the innovator behind www.SizeWize.com.

Customers can also enter their measurements to find out their correct size in almost any brand, as well.

It also makes gift shopping much easier, because it allows husbands, boyfriends, or any family member who takes a quick peek at their loved one's clothing size, to finally buy the proper size of clothing online without having to say "Er, by the way, what's your bust, waist and hip size?"

The service is free, and easy to use; all that customers need to do is enter their measurements, or the size they wear in one of their favorite brands.

"I created this site because so many of my friends were complaining about the exact same problem that I had - shopping for clothes online is supposed to save you time and money, because you don't have to spend the gas money and take the time to drive to the mall, find a parking space, and then wait in line for the waiting room, and then wait in line again to pay for your clothing. But in reality, we waste more time and money returning or exchanging items because we have to guess at what size to buy. Any woman who's ever shopped for clothing knows that you can be a size six in one brand and a twelve in another brand!" And so, SizeWize was born. Because Fries knows that women like to shop for their children online, too, she is developing a children's version as well.

Anyone wishing to enter the contest, or wanting to find out their size in popular women's clothing brands, can visit www.SizeWize.com to find out more.