

Enigma Closes Strategic Investment in Image Network, Inc.

Enigma Inc. (“Enigma”), operator of social shopping site BUYMA, is pleased to announce that it has closed a strategic investment in Image Network, Inc. (“Image Network”)

Image Network is a Los Angeles-based company with extensive knowledge and experience in social fashion and is a subsidiary of Hearst Communications, Inc., publisher of popular women’s fashion and culture magazines such as *Elle*, *Harper’s Bazaar*, *Esquire*, and *Marie Claire*. Image Network is also a portfolio company of Idealab, a leading venture capital that has incubated major successes including *Overture*.

Enigma Inc. will purchase 2,559,345 shares of preferred stock for a 19.2% stake in Image Network, Inc.

Through this strategic relationship Enigma and Image Network will:

1. Strengthen product development through sharing of technological and operational know-how
2. Pursue integration and coordination between BUYMA and Kaboodle to expand market and increase profitability
3. Realize new revenue drivers for BUYMA through utilization of Kaboodle’s retail network

About BUYMA

Launched in February 2005, BUYMA is Japan’s largest social fashion site and second largest fashion e-commerce site with over 4,000 brands and 1,500,000 items.

URL : <http://www.buyma.com/>

The screenshot shows the BUYMA website interface. At the top, there's a navigation bar with categories like WOMEN, MEN, BABY/KIDS, BEAUTY, HOME, SPORTS, LUXURY, STYLIST, and REQUEST. Below that is a search bar and a list of featured products. A prominent banner for '2013 Spring Latest Wallet' features several colorful wallets. Below the banner is a 'SPECIAL INVITATION SALE' section with a pink background, advertising discounts for brands like Asya Handmade (67% off), Yves Saint Laurent (66% off), Chloe (81% off), and Jimmy Choo (69% off). At the bottom, there's another banner for 'for MEN MAX 74% OFF' featuring Coach, Yves Saint Laurent, PRADA, and more.

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