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## Premiere Virtual World for Tweens to Accept Parent-Approved Transactions

### Oink Payment Technology Now Accepted as Payment Method at Woozworld

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LOS ANGELES & MONTREAL — [Virtual Piggy, Inc.](#) (OTCQB:VPIG), provider of innovative safe payment technology, Oink, and Woozworld today announced that they have partnered to bring safe, secure payments to the popular virtual world and social network for tweens.

[Woozworld](#) is one of the premiere virtual social networks for tweens with over 25 million registered users. In the massive multiplayer virtual world, users -called “Woozens” gather to play and socialize with their friends. Woozworld is a COPPA-compliant site that adheres to laws on the protection of children's privacy on the Internet. The avatar-based virtual world and social network attracts millions of active tween users per month, who spend an average of over 1,600 minutes per month playing and socializing on this secure site.

Oink is the only payment technology designed to allow retailers and game publishers to reach under 21 consumers in a safe, legal, and effective manner compliant with the FTC and other international regulations. This innovative technology serves as a digital family wallet that is available online or via mobile and allows safe, secure transactions – all within parental controls.

“We’re thrilled to add the Oink technology to our popular virtual world and social network for tweens,” said Simonetta Lulli, President & CEO of Woozworld. “We feel that it is a great step for our audience to start learning how to manage their own money and virtual wallet. This payment technology is specifically unique and important to us for the COPPA-compliant payment mechanism it provides while also helping to increase conversion rates and user engagement.”

“Woozworld is dedicated to creating a safe gaming environment that tweens can enjoy and parents can trust,” said Dr. Jo Webber, CEO and Founder at Oink. “We’re excited to integrate our secure, COPPA-compliant payment technology into their site to meet the needs of their growing virtual world.”

For information about Oink, visit [www.oink.com](http://www.oink.com).

For information about Woozworld, visit [www.woozworld.com](http://www.woozworld.com).

#### About Virtual Piggy, Inc.

Virtual Piggy is the provider of Oink, the first e-commerce solution that empowers Under 21’s to manage and spend money within parental controls. The service also allows parents to teach financial management through the use of a secure family wallet. The technology company delivers online security platforms designed for the Under 21 age group in the global online market, and also enables online businesses the ability to function in a manner consistent with the Children’s Online Privacy Protection Act (“COPPA”) and similar international children’s privacy laws. The company is based in Hermosa Beach, CA and on the Web at: [www.virtualpiggy.com](http://www.virtualpiggy.com)

#### About Woozworld

Since 2010, Montreal-based Woozworld ([www.woozworld.com](http://www.woozworld.com)) has become one of the premiere virtual worlds and social networks for tweens. The company has continued to dedicate itself to creating a safe gaming environment that tweens can enjoy and parents can trust. Targeted for children ages 8 to 14, Woozworld provides an engaging and interactive virtual social network experience by allowing members to create their own world where they can fashion their own characters, make new Woozworld friends, and conduct virtual businesses. All personal information is protected, and Woozworld strictly conforms to the Children’s Online Privacy Protection Act and is PRIVO Privacy Certified. Woozworld is backed by Telesystem ([www.telesystem.ca](http://www.telesystem.ca)) and iNovia Capital (<http://inovia.vc>). Woozworld has just launched as an app and can be found in the App Store at <https://itunes.apple.com/app/woozworld-explore-your-avatar/id669521511>. More information can be found at [www.woozworld.com](http://www.woozworld.com), <http://corporate.woozworld.com> or follow the company on Twitter at [www.twitter.com/woozworldcorp](http://www.twitter.com/woozworldcorp).

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All statements herein other than statements of historical facts are forward-looking statements within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995. These statements are based upon our current expectations and speak only as of the date hereof. Such statements are not guarantees of future performance and are subject to known and unknown risks and uncertainties that could cause our actual results to differ materially from those expressed or implied in such forward-looking statements. Such factors include, but are not limited to, our ability to raise additional capital, our limited operating history and revenue, our ability to attract and retain qualified personnel, our dependence on third party developers, our ability to develop new services, market acceptance of our services, legislative, regulatory and competitive developments, enforcement of our intellectual property, general economic conditions, as well as other factors set forth under the caption "Risk Factors" in our Forms 10-K filed with the SEC, and other filings with the SEC.

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