



WOOZWORLD

The Virtual Social Network for Tweens/Preteens (8-14 years old)

Now Available as a Mobile App and Online at www.woozworld.com

Reviewer's Guide

Welcome to Woozworld

We're glad to have you join us in Woozworld! With over **25 million registered** users in our successful **online virtual social network**, Woozworld is now accessible from anywhere with your iOS 7 device (iPod Touch, iPad and iPhone).

The first-of-it's-kind app includes all the great features of our popular online world for tweens, adding an exclusive-mobile only experience. All content that is created and designed in the mobile app is also available on Woozworld.com.

Some facts

Woozworld's millions of active tween (or some people may call them preteens) users spend, on average, some **1,643 minutes per month**, at an average of **53 minutes per session**, playing and socializing on our secure site that is COPPA & PRIVO compliant. We never expose our user's identities.

Woozworld surveyed it's tween users to find that 100% of them have direct access to a mobile device, **60% own and iPod**, **20% have a smartphone** and **20% an iPad**.



What Can You Do in Woozworld?

DRESS & PERSONALIZE
your Woozen

MEET & CHAT
with millions of
Woozen

HAVE FUN
at live events with
the Woozband

DESIGN
your own Unitz

CHECK OUT
daily themed
activities

EXPLORE the
millions of custom
designed Unitz

CREATE your own
games to play with
your friends

START your own
business

VOTE for
your friends



Start playing now!

Create Your Dream Life

• Be who you want to be

5 easy steps to be the most stylish Woozen...

Buy Clothes!

- Go to the **Shopz**
- Buy new Clothes, Hairstyles, Makeup, and even Tattoos!

Did you know: our **VIP pass** gives access to exclusive content, gifts and more.

Style Yourself Up!

- Open your **Wardrobe**
- Put on your favorite clothes
- You can even change your skin tone & eye color!

• Customize Your dream Unitz

Want to create your ideal house?
Check this out...

Place Furniture

- Open your **Inventory**
- Select your furniture and press “Add to Unitz”

You can purchase lots of awesome furniture in the **Shopz!**

Edit Your Unitz

- From the **Edit mode**, change your walls & floor color
- Add new backgrounds



Visit New Places and Make Friends!

• Explore New Places

Discover the millions of Unitz created by other Woozens!

Travel Through Wooworld

- Tap the **Navigation** icon
- Select your destination from the Unitz list

Have Fun in Other Woozens' Unitz

- Join the best party ever!
- Play Woozen's games
- Buy new stuff in Shops managed by Woozen
- Participate in daily events
- Trade items with other Woozens

• Make Awesome New Friends!

Meet, chat and make friends with our millions of Wooworld users!

Chat Around!

Tap the **Chat icon** to chat with millions of Woozens from all around the world

Share with Woozen Friends!

Share your status and pictures on your **WoozIn**. Check out and share cool videos on **Wooztube**!

You can also **Vote**  for the coolest Woozen. Gain popularity when other Woozens vote for you!



Celebrities & Brands in Woozworld

• Meet Our Celebrities: The Woozband

Meet and have fun with JennyWooz, MaxWooz, MyaWooz et JayWooz during **Live Events** every week!



• Discover Awesome Brands, Real Celebrities & Musicians That Visit Woozworld!

Brand-dedicated Unitz and Live Events:

- Bratz
- Monster High
- Harper-Collins
- JakksPacific
- Chop-Chop Ninja
- WowWee

Artists who have appeared in Woozworld:

- Simple Plan
- Deadmau5
- Greyson Chanson
- Jasmine Villegas
- Xzibit
- Mindless Behavior
- And many more!



We Take Protecting Our User's Privacy Seriously

Keeping our tween users safe and respecting their privacy is our top priority.

Woozworld is fully **COPPA** (Children's Online Privacy Protecting Act) compliant and participates in the PRIVO® Privacy Assurance program. Our Privacy Policy is in place for the **protection of child's personal information** and has been approved by PRIVO®.

Our safe and supervised **chat tool only allows pre-approved words** and is powered by cutting-edge CRISP Thinking™ technology.

Woozworld is also **patrolled by an experienced team of moderators** that work to ensure our user's safety and all Woozens must accept and follow our **Code of Conduct**.

Millions of tweens visit us every day to play online in our virtual world and enjoy a safe and fun social experience. **Being online in Woozworld is hanging out with the right crowd!**

