



Virtual Greats to Offer Virtual Gifts in the Facebook Gift Shop

Facebook users can now give and receive NBA, Major League Soccer and collegiate themed virtual gifts

Los Angeles, CA ([PRWEB](#)) October 22, 2009 -- Virtual Greats, the world's leading virtual goods and sales distribution system has announced that it has begun selling virtual gifts from the National Basketball Association (NBA), Major League Soccer (MLS), and 25 different colleges and universities in the Facebook® Gift Shop. All collegiate content comes through a licensing partnership via The Collegiate Licensing Company (CLC), an IMG company. Virtual Greats will provide licensed content for the creation and sale of branded virtual goods, a perfect fit for Facebook users.

The selection of NBA, soccer, and collegiate material reflects the demand for sports fans, college students, and alumni to express their affiliations with the teams and schools they are passionate about. Products include virtual college football helmets, mascots, pennants and team jerseys. Initial NBA assets include one home jersey for all 30 NBA teams along with 10 player specific jerseys for some of the NBA's biggest stars including Kobe Bryant, LeBron James, Brandon Roy, Dwyane Wade, Kevin Garnett, Chris Paul, Dwight Howard, Steve Nash, Derrick Rose and Paul Pierce. Subsequent releases will feature branded e-cards and static icons, pulled from Virtual Greats' roster of celebrity and clothing brand partners.

"This is a huge milestone for our sports and collegiate IP partners, as well as their fans worldwide" said Dan Jansen, CEO of Virtual Greats. "Facebook has not only one of the largest, most engaged user bases in the world as well as a deep understanding of user interests. Offering our virtual gifts in the Facebook Gift Shop is a great opportunity for our company and anyone on Facebook looking to share their passion for sports with friends."

"Facebook users have always viewed gift giving as a lightweight way to appreciate and connect with each other," said Jared Morgenstern, product manager, Facebook. "The addition of Virtual Greats to the Facebook Gift Shop helps us deliver users a more comprehensive selection of gifts and gives sports enthusiasts a new way to express their passion for their favorite teams and players."

About Facebook Gift Shop

Launched in February 2007, the Gift Shop has evolved to further Facebook's goal of strengthening relationships and connections through gifting. Now users can give a variety of virtual gifts, e-cards, physical gifts and music. Today hundreds of gifts and millions of songs are for sale in the Gift Shop. Users can visit www.facebook.com/giftshop to select gifts for a variety of occasions.

About Virtual Greats LLC:

Virtual Greats connects celebrities and artists, intellectual property owners and brands with a new generation of fans, unlocking value through digital representations of real-world content in online communities. Virtual Greats' unique team of specialists is based in Los Angeles and San Francisco, helping partners develop new revenues from the complex relationship between content, technology, and virtual goods while reaching out and connecting with young audiences in social networks, casual gaming, virtual worlds and mobile applications. For more information, visit www.virtualgreats.com



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