

LOS ANGELES--([BUSINESS WIRE](#))--Virtual Piggy, Inc. (OTCBB:VPIG), an innovator in safe youth payments, today commented on content on certain “investor-targeted” internet blogs and sites.

Virtual Piggy has been the subject of recent articles on certain investor websites that present negative information regarding some of our shareholders. These blogs and articles invite the reader to infer that one or more of those investors control Virtual Piggy, Inc., or that the operations or management of the Company are somehow impugned as a consequence of their stock ownership. Virtual Piggy is managed solely by its Board of Directors and management team, whose experience and integrity guide the Company on a daily basis. The Company is aware that some of the authors are people (or firms) who hold a short position in Virtual Piggy common stock. The Company recommends that investors view with a degree of skepticism all articles regarding the Company, both positive and negative; and refer to Virtual Piggy’s public reports for definitive information regarding the Company.

The Company believes that it is in its best interests to remain focused on building the business, rather than debating or responding to individual internet websites and bloggers, whose goals may not be transparent. Virtual Piggy will continue its practice of regularly updating the public on its progress.

For information about Virtual Piggy visit www.VirtualPiggy.com

About Virtual Piggy, Inc.

Virtual Piggy, Inc. is the first e-commerce solution that enables kids to manage and spend money within parental controls. It enables parents to teach financial management through the use of a secure family wallet that is available online or via mobile and is 100% free to use. The technology company delivers online security platforms designed for the Under 18 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

Safe Harbor Statement

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.