

Smize Yourself! Updates and Offers a Chance at an ANTM Audition

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Tyra Banks' Smize Yourself! 1.2 app has freed users from sizzle-less photos, dead eyes and pitiful poses. With the new update, a Wifi connection is no longer required for downloading and you can SMIZE away for the new low price of \$0.99 USD. In addition to these updates, Smize Yourself! can also be the gateway to a user's modeling dreams.

New York, New York - Tyra Banks' Smize Yourself! 1.2 app has freed users from sizzle-less photos, dead eyes and pitiful poses. With the new update, a Wifi connection is no longer required for downloading and you can SMIZE away for the new low price of \$0.99. In addition to these updates, Smize Yourself! can also be the gateway to a user's modeling dreams. The app's top SMIZERS will get the chance to skip the lines and audition directly with Tyra herself for the Anniversary Cycle 20 of "America's Next Top Model," the first Cycle to feature female and male competitors.

Smize Yourself! teaches users how to smize (smile with their eyes) with tips from "the Queen of Smize," Tyra Banks. The app still includes facial morphing technology that defines your cheekbones and takes your SMIZE to extraordinary levels. Users also still get the app's most popular feature: Tyra's voice rooting you on as you perfect your own fierce SMIZE.

"Smize Yourself! creates wacky, sexy, fun-with-your-friends SMIZES and adds a whole lot of fierce to your digital photo album," says Tyra Banks, iconic supermodel and Chairman & CEO of The Tyra Banks Company. "On 'Top Model,' there's tons of pressure for my models to have the perfect SMIZE. The Smize Yourself! app brings out the playful and campy side of SMIZING. I call it exaggerated fierceness."

The exciting Cycle 20 of "America's Next Top Model" will feature female and male competitors for the first time ever. In celebration of this anniversary cycle, females everywhere can use the new Smize Yourself! app to submit photos of themselves SMIZING in bold red lipstick. Users will post photos to Facebook, Twitter, Instagram or Google+ and have a chance to be one of eight lucky SMIZERS to skip the lines to audition directly with Tyra via Google Hangout for a chance to be on the next cycle of "America's Next Top Model." Tyra hasn't forgotten the guys! Tyra will announce the male Smize Yourself! challenge via her social media platforms when the female challenge concludes.

Smize Yourself! Features:

- * Instructions and voice-overs straight from "the Queen of the Smize," Tyra Banks
- * Listen to Tyra encourage users by cheering for them as they perfect their SMIZE
- * Single swipe morphing technology lets users increase and decrease the amount of their photo's SMIZE in real-time
- * Photo album feature collects a portfolio of saved images for individuals to review and improve their SMIZE
- * Social integration allows users to share their best SMIZING photos via Facebook, Twitter, and Email
- * History of SMIZING and fun explanation of what the word really means

"Smize Yourself! is bringing exaggerated fierceness to the masses and the opportunity to make modeling dreams come true. Your chance to audition directly with ME for Cycle 20 of 'America's Next Top Model' starts now." - Tyra

More information can be found on Tyra's Facebook, Twitter, Instagram and Google+ pages.

Device Requirements:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

- * iPhone 3GS/4/4S/5, iPod touch (3rd/4th/5th generation), and iPad
- * Requires iOS 4.3 or later
- * Universal app optimized for display on all iOS devices
- * 39.5 MB

Pricing and Availability:

Smize Yourself! 1.2 is only \$0.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Photo & Video category.

Smize Yourself! 1.2:

<https://itunes.apple.com/app/smizeyourself!/id577218114>

Screenshot:

http://img.appular.com/Smize_Yourself/Screenshots/SS3.png

App Icon:

<http://a5.mzstatic.com/us/r1000/064/Purple/v4/8f/10/93/8f109374-cbc0-baad-dd0c-9d02c81870c5/temp..hrapiand.175x175-75.jpg>

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