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**CONCIERGE.COM INTRODUCES POSTCARD APPLICATION FOR IPHONE
IN APPLE APP STORE**

Create Postcards Using Your Photos and Send to Friends via iPhone

NEW YORK, August 17, 2009 – Concierge.com, the online destination for inspired travel, today introduced its first application for the iPhone. The free application, “Postcard by Concierge.com,” allows users to turn photos taken with their iPhone into personalized postcards using themed image overlays, and send them instantly to friends.

“Not only avid travelers and photographers, but everyone will enjoy turning their photos into digital works of art they can instantly share,” said Peter J. Frank, editor in chief of Concierge.com. “Whether you’re in Vegas or Japan, skiing or bar-hopping, there’s a themed postcard frame that will elicit a laugh or a pang of jealousy from friends.”

To create a postcard using the free app, “Postcard by Concierge.com,” users do the following:

- Select one of the more than 20 themed frames available on the “Postcard by Concierge.com” app. Frames overlay the photo with words or illustrations, and include everything from classic postcard typefaces (“Greetings”) to travel-based imagery (air mail, a London phone booth) to humorous messages (“Stuck at the Airport!”).
- Snap a photo of yourself, your friends, your surroundings, or anything you choose.
- Move and scale your photo to fit the frame.
- Add a message to your postcard.
- Preview the image.
- Email to friends.
- The recipient will see your image with the frame overlay you chose, along with your message, and your location at the time you took the photo. Recipients may then click your location on a map to view the Concierge.com travel guide for your destination, if one exists. Users can choose to have their postcards displayed in a gallery on the Concierge.com website.

The “Postcard by Concierge.com” application is available free from Apple’s App Store on the iPhone or at <http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=325382421=8>.

Installing the app and creating and sending postcards is free; the app is supported by advertising revenue. Ads, which include Westin at launch, are seamlessly and unobtrusively integrated into the app, displayed only as photos are being processed.

Concierge.com is a Condé Nast Digital site. Condé Nast Digital, the leading creator and developer of upscale lifestyle and business brands online, has previously created iPhone Apps for Epicurious.com, Style.com, GQ.com, Wired.com, and Reddit.

About Concierge.com

Concierge.com, the online destination for inspired travel, incorporates original, interactive features on every aspect of travel; over 200 in-depth insider guides to top destinations around the world; a "Destination Finder" that enables readers to narrow down the perfect place for any trip; user-generated posts and reviews; over 80,000 photographs of hotels, destinations, landmarks, and more; a suite of interactive tools to help readers make smart travel plans; and a powerful search function to aid navigation.

About Condé Nast Digital

Condé Nast Digital is the leading creator and developer of upscale lifestyle and business brands online, providing enjoyable, useful services that build upon the heritage of the world's most prestigious magazines. Condé Nast Digital produces 25 award winning sites such as NewYorker.com, VanityFair.com, Glamour.com, Epicurious.com, Style.com, Wired.com, and Reddit. Condé Nast Digital is the Internet unit of Condé Nast.

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