

CONDÉNET LAUNCHES FOUR APPLICATIONS ON MYSPACE

Style.com, Epicurious.com, Wired.com, and flip.com Applications Now Available to MySpace Members

NEW YORK, May 13, 2008 – CondéNet today announces that it has launched applications for Style.com, Epicurious.com, Wired.com, and flip.com on MySpace, the world's most popular social networking site. Empowered by MySpace's newly announced Developer Platform (<http://developer.myspace.com>), CondéNet was able to easily build and deploy the applications for its Web sites.

The Style.com application, Fashion Flash, www.myspace.com/StyleFashionFlash, offers the inside scoop on fashion, shopping, beauty and celebrity style. In the application's first week, more than over 1,200 users installed it.

The Epicurious.com application, Recipe of the Day, www.myspace.com/recipeoftheday, serves up a different, tasty food each day, drawing from a selection of more than 25,000 professionally created and tested recipes.

For the Wired.com application, Wired Gadget Lab, www.myspace.com/WiredGadgetLab, Wired News bloggers bring their sharp eyes and wit to the world of gadgets.

The flip application, flipbook creator, www.myspace.com/flipcreator, can be used to make and share online scrapbooks called flipbooks. Users can upload photos, video, and music; rotate, resize, and crop images; write text; add a soundtrack; draw freestyle; and share their flipbooks with friends. Registration is required to make a flipbook.

MySpace first introduced its Developer Platform site on February 5, 2008, beginning a month long application development period that made it possible for companies including CondéNet to build and test their applications in a secure environment before going live to the MySpace community.

On March 13, 2008, MySpace launched the public beta of the Application Gallery (<http://apps.myspace.com>), enabling broader testing of approved applications by allowing public installation. MySpace members can now discover and add new applications from a variety of categories, including Fashion, Food & Drink, Fun Stuff/News & Weather and Fun Stuff/Photos to both their home and profile pages.

"We have found social networking applications to be an effective vehicle to speak to our existing audiences in a new way, as well as a wonderful tool to reach new users," said Chris Gonzalez, Product Manager, Distributed Content, CondéNet. "As one of the first content providers to have a presence in the MySpace applications offering, we are thrilled to be able to provide members the ability to interact with our brands."

As with all MySpace Developer Platform applications, the Style.com, Epicurious.com, Wired.com, and flip.com applications will be able to safely access publicly available profile information, including a user's friend list, interests, photos & albums, and video, as well as status & mood. The four applications will have real estate in five places within MySpace including:

- A MySpace application profile (users can "friend" the apps)
- Access to embed applications on the user homepage (inward facing—for you to see)
- Access to embed applications on profiles (outward facing widget—for friends to see)
- An Application Gallery listing
- A canvas page

“We have had tremendous response both from companies and our members since announcing the MySpace Developer Platform,” said Kyle Brinkman, vice president and general manager, MySpace Developer Platform. “CondéNet is one of the early adopters to implement applications, particularly within the publishing industry, as they realize the importance of connecting their brands with our members.”

For more information about the MySpace Developer Platform, please visit <http://developer.myspace.com>.

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About CondéNet

CondéNet is the leading creator and developer of upscale lifestyle brands online, providing enjoyable, useful services that build upon the heritage of the world's most prestigious magazines. The company publishes online properties in the categories of food (Epicurious.com and NutritionData.com); travel (Concierge.com, HotelChatter.com and Jaunted.com); fashion (Style.com); men's lifestyle (Men.Style.com); technology (Wired.com and Reddit.com), and teen (flip.com). CondéNet is an Internet unit of Condé Nast Publications.

About MySpace

MySpace, a unit of Fox Interactive Media Inc., is the premier lifestyle portal for connecting with friends, discovering popular culture, and making a positive impact on the world. MySpace has created a connected global community by integrating web profiles, blogs, instant messaging, e-mail, music streaming, music videos, photo galleries, classified listings, events, groups, college communities, and member forums. MySpace's international network includes more than 20 localized community sites in the United States, Brazil, Canada, Latin America, Mexico, Austria, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Australia, India, Japan, and New Zealand. Fox Interactive Media is a division of News Corp.

() Among the top 2000 domains comScore Media Metrix, December 2007. For more information on comScore Networks, please go to <http://www.comscore.com>.*