

FOR IMMEDIATE RELEASE

CONTACT: Jennifer Miller
CondéNet
212.790.5198
Jennifer_miller@condenast.com

CONDÉNET ANNOUNCES NEW SALES STRUCTURE

NEW YORK, August 6, 2008 – CondéNet will restructure its sales force in order to better meet the needs of the market, announced Dee Salomon, Senior Vice President of Sales & Marketing for CondéNet, an Internet unit of Condé Nast Publications.

Effective immediately, CondéNet will operate one sales force to sell its online properties in the categories of food, travel, fashion/lifestyle, and teen, as well as the company's growing portfolio of magazine Web sites. Previously, CondéNet had one sales team for Style.com, Men.Style.com, and flip.com, and a separate sales team selling Epicurious.com, Concierge.com, NutritionData.com, HotelChatter.com, and Jaunted.com.

"Our intent is to streamline the buying process for our clients," said Ms. Salomon. "We have a portfolio of highly trafficked category-leading sites; a single point of access to these audiences will deliver reach most effectively and increase our share of online ad budgets."

Christine DeMaio, formerly the Vice President and Publisher of Epicurious.com and Concierge.com, will become Vice President and Group Publisher, reporting to Ms. Salomon. In her new role, she will oversee a sales team that will be aligned by vertical categories.

"Christine's tenure with CondéNet has yielded a 55% revenue increase from 2006 to 2007 for Epicurious.com and Concierge.com," continued Salomon. "She is a proven leader with the ability to inspire a sales team and create innovative programs that deliver results for our clients."

Eileen Mulloy, previously Associate Publisher of Epicurious.com and Concierge.com, has been named Publisher of Epicurious.com; Rachel Wintner remains the Associate Publisher of Style.com and Men.Style.com, and Devrie DeMarco, previously Director of Sales Strategy & Development, has been named Associate Publisher of Concierge.com. Ms. Mulloy, Ms. Wintner, and Ms. DeMarco will all report to Ms. DeMaio.

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, Reddit, Ars Technica, Webmonkey, and HotWired), and teen (flip.com). CondéNet is an Internet unit of Condé Nast Publications.

#