

## **msnbc.com and CondéNet Create Content Partnership**

Leading news site to include features from renowned creator and developer of upscale lifestyle brands online

REDMOND, Wash. & NEW YORK – August 29 – Msnbc.com and CondéNet today announced a content partnership that will enable [msnbc.com](http://msnbc.com) to feature a broad range of CondéNet's leading lifestyle content and reporting and extend the reach of its popular brands. The partnership includes features from its portfolio of online brands as well as from Condé Nast publications.

The [CondéNet](http://CondéNet.com) brands that will share content with [msnbc.com](http://msnbc.com) include [Style.com](http://Style.com), [Men.Style.com](http://Men.Style.com), [Epicurious.com](http://Epicurious.com), and [Concierge.com](http://Concierge.com). Content from Condé Nast's publications, such as *Vogue*, *Glamour*, *Self*, *GQ*, *Details*, *Men's Vogue*, *Vanity Fair*, *Gourmet*, *Bon Appétit*, *Condé Nast Traveler*, and *Condé Nast Portfolio* will also be available on msnbc.com. The content will be featured in msnbc.com's health, entertainment, business, travel, and TODAY sections.

"Besides relying on us for news, our readers enjoy exploring msnbc.com for everything from the best places to travel to the latest breakthroughs in diet and nutrition," said Danny DeFreitas, deputy editor of sections at msnbc.com. "With CondéNet on board, the pool of quality content on our site becomes even greater. CondéNet has an impressive portfolio of leading brands that our users will enjoy on msnbc.com. We are very excited about this partnership."

"By distributing our editorial content to msnbc.com, we are able to connect more passionate readers with our brands," said Elizabeth Stafford, vice president of marketing, CondéNet. "CondéNet and Condé Nast content enhances the msnbc.com experience with a depth of coverage and level of sophistication not found anywhere else."

### **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 fashion (STYLE.COM), men's lifestyle (MEN.STYLE.COM), food (Epicurious.com), travel (Concierge.com), and teen (Flip). CondéNet is an Internet unit of Condé Nast Publications.

### **About msnbc.com**

Msnbc.com delivers a fuller spectrum of news. Drawing on its award-winning original journalism, NBC News heritage, trusted sources and Microsoft's advanced technologies, the site presents compelling, diverse and visually-engaging stories on the consumer's platform of choice. Based in Redmond, WA, msnbc.com is a joint venture of Microsoft (NASDAQ: MSFT) and NBC Universal (NYSE: GE).

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