



**CONDÉNET JOINS FACEBOOK ADS LAUNCH
-- CondéNet One of the First Companies to Participate in New Launch
Program --**

NEW YORK, November 7, 2007 – CondéNet today announced it is one of the first companies to participate in a new Facebook® launch program that allows Facebook users to learn about CondéNet's Web sites through trusted word of mouth referrals from their friends. CondéNet Web sites initially participating in this program include Epicurious.com and flip.com.

The launch program is called Facebook Ads, an ad system designed for businesses to connect with users and target the exact people they want to reach. The program allows CondéNet's Epicurious.com and flip.com to spread information virally through the social graph and to connect and communicate with their respective audiences in completely new ways. CondéNet Web sites can also build pages on Facebook to interact and cultivate a relationship directly with users. Users can get News Feed stories on Facebook about actions their friends take on Epicurious.com and flip.com.

Facebook Ads includes three elements: Facebook Pages, for businesses and organizations to build a presence on Facebook; Facebook Beacon, for gaining social distribution on Facebook from activities on other Web sites, and Social Ads™, which combine social actions of users with advertising to create trusted referrals.

Facebook Pages allow users to interact and affiliate with CondéNet's sites in the same way they interact with other user profiles. Facebook users can interact directly with CondéNet brands by writing on the Web site's Wall and uploading photos.

Facebook Beacon allows Facebook users to share information from other sites back to Facebook for distribution among their friends. For instance, when a user is on Epicurious.com or flip.com, and is also a member of Facebook, that person will have the opportunity to share the action they've just taken on the site--such as having uploaded a recipe on Epicurious.com or having created a new flipbook on flip.com--with their friends on Facebook.

"We jumped into testing several applications soon after applications launched on the Facebook Platform. We have seen some amazing success, and we are thrilled to be able to participate in this new initiative," said Sarah Chubb, President, CondéNet. "Facebook naturally encourages people to interact with others who share their interests and passions through the social graph, and

connecting people with excellent content and services around their passions is what our brands are all about."

More than 50 percent of Facebook users return to the site each day, which will provide CondéNet sites with unparalleled social distribution and the opportunity for an ongoing dialogue with Facebook's users.

Facebook® and Social Ads™ are registered trademarks of Facebook Inc.

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.com). CondéNet is an Internet unit of Condé Nast Publications.

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