

# CondéNet

## **CONDÉNET ANNOUNCES DISTRIBUTION AGREEMENT WITH YOUTUBE -- CondéNet sites to have branded Channels on YouTube™ --**

NEW YORK, November 28, 2007 – CondéNet today announced it has established a content distribution relationship with YouTube™, the leading online video community that allows people to discover, watch and share originally created videos. The agreement enables CondéNet Web sites to have branded Channels on YouTube.

CondéNet has launched this initiative with Epicurious.com. YouTube Channels for Style.com, Men.Style.com and Concierge.com will be rolled out over the next month. The Wired.com Channel is scheduled to launch early next year. Users can subscribe to these branded Channels, which allow them to be alerted whenever a new video has been uploaded to that particular Channel. CondéNet will update the Channels with new videos weekly. YouTube users will gain access to a variety of vertical video content, from Epicurious.com videos that will help them prepare for holiday meals to Style.com's highly viewed fashion show videos.

“By creating branded Channels for our web sites we are able to offer the loyal YouTube user access to professional videos that meet their interests,” said Richard Glosser, Executive Director of Emerging Media, CondéNet. “CondéNet has been very focused on creating distribution relationships this year and we are excited to announce our latest agreement in this area with YouTube.”

### **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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