

## **CondéNet Announces Change for Flip.com**

Flip.com will be reshaped as a flexible web application designed to live on social networking platforms, starting with Facebook, the site's owner, CondéNet, announced today.

The site will continue to operate at [www.flip.com](http://www.flip.com), however, moving forward, the development and marketing focus will shift to distributed applications, with the goal of increasing the overall audience for the brand.

"While today Flip reaches over 300,000 passionate users, there are millions of potential Flip fans on Facebook and on other social networking sites. This is the right moment to follow our audience and engage them at the primary spots where they are spending their time," said Sarah Chubb, President of CondéNet.

CondéNet was one of the twelve landmark partners for Facebook's advertising program, Facebook Ads, launched in October 2007, and the company operates numerous applications and brand pages for the CondéNet and Condé Nast properties on the Facebook platform. Chubb added that they have seen a strong group of inbound referrals from Facebook to the flip.com site and that the partnership has been very successful.

### **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.