



## CONDÉNET HIRES PUBLISHER FOR NEW TEEN SITE, FLIP

NEW YORK, January 22, 2007 – Jane Grenier has been named Publisher of Flip, a new CondéNet web site for teen girls, which is scheduled to launch next month, announced Dee Salomon, Senior Vice President of Sales & Marketing for CondéNet, an Internet division of Condé Nast. In this role, Ms. Grenier will oversee the business side of Flip, with responsibility for sales and marketing. She will report to Ms. Salomon.

A twenty year publishing industry veteran, Ms. Grenier was most recently the Associate Publisher, Marketing for *Teen Vogue*. She worked with marketers on integrated programs between *Teen Vogue* and Flip. Prior to joining the launch team of *Teen Vogue* in 2002, she was Associate Publisher, Creative Services at *Gourmet*, where she worked on integrated programs with Epicurious.com. Her career also includes roles at *Esquire*, *Vogue*, and *Details*.

“Jane has been with *Teen Vogue* since the launch and has done an outstanding job crafting innovative programs for leading marketers looking to reach teen girls,” Salomon said. “Her experience in the market will be a tremendous asset to us as we engage marketers with the opportunities Flip can provide in connecting brands with teen girls online.”

Flip, which launches February 6<sup>th</sup>, provides girls with a unique way to be creative, express themselves, and connect with each other online. The heart of Flip is the Flipbook — customizable, multi-media scrapbooks/zines/journals that girls make and share.

### **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 significant online properties in the categories of fashion (STYLE.COM), men's lifestyle (MEN.STYLE.COM), food (Epicurious.com), travel (Concierge.com), and teen (Flip); these titles have won numerous accolades from bodies including the American Society of Magazine Editors, the James Beard Foundation, Media Industry Newsletter, and the Webby Awards. Based in New York, CondéNet is an Internet division of Condé Nast, a privately held media company.

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