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CONTACT: Jennifer Miller
Condé Nast Digital
212.790.5198
Jennifer_miller@condenast.com

Condé Nast Digital Announces Launch of Two New Websites

NEW YORK, July 21, 2009 -- Condé Nast Digital will launch two new websites, it was announced today by Sarah Chubb, President, Condé Nast Digital. These two sites, GQ.com and DETAILS.com, will go live in October. In conjunction, Men.Style.com will be consolidated into the new GQ.com.

“Consolidating Men.Style.com with GQ.com and launching DETAILS.com gives us an opportunity to give each brand a site for their own unique voice,” Ms. Chubb said. “Both GQ.com and DETAILS.com will now be able to differentiate themselves online and leverage their sites to expand engagement with their audience.”

GQ.com will focus on men’s fashion and lifestyle, but it will also include other important parts of a man’s life, with sections devoted to News, Entertainment, Style, Travel, Cars and Gear.

“The resources being directed to GQ.com will allow us to fully unleash the intelligence, vitality, and vibrancy of the GQ brand,” Jim Nelson, Editor-in-Chief, GQ said. “From original reporting to enhanced video capacity and blogs this will be a site of ideas for men who are curious about the world.”

DETAILS.com will keep the modern man a step ahead of the crowd with style advice, unflinching looks at pop culture, and reports from the fringe.

“DETAILS.com will allow us to fully showcase our unique voice,” Daniel Peres, Editor-in-Chief, DETAILS said. “We will be able to provide our distinctive take on everything from fashion to current events to celebrities to cultural phenomena in a true digital platform.”

About Condé Nast Digital

Condé Nast Digital is a leading creator and developer of upscale lifestyle and business brands online, providing enjoyable, useful services that build upon the heritage of the world's most prestigious magazines. Condé Nast Digital produces 25 award winning sites such as NewYorker.com, VanityFair.com, Glamour.com, Epicurious.com, Style.com, Wired.com, and Reddit. Condé Nast Digital is the Internet unit of Condé Nast.

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