

## **CondéNet to Use Attributor to Track Web-Wide Content Usage**

NEW YORK, February 4, 2008 – CondéNet, the leading developer of upscale lifestyle brands online, announced today that it will use Attributor’s content tracking and analysis platform to monitor usage of its content and assets online.

Attributor will fingerprint original CondéNet content and continuously monitor billions of pages on the Web, providing real-time usage analysis as its content is distributed across the Internet. CondéNet will primarily use this increased visibility to offer more focused content based on Attributor’s insights and improve search engine optimization for original content. Attributor also enables CondéNet to capture value from advertising-based sites that use content without following usage guidelines.

“We are fortunate that our content is so popular with social media, bloggers, and other Web properties, because when used properly, it drives new traffic and added brand recognition,” said Sarah Chubb, president, CondéNet. “However, as we continue to develop new opportunities for licensing and syndication, it is critical that we protect the value of our original content investment.”

CondéNet sites for which Attributor will monitor content include [Epicurious.com](http://Epicurious.com), [Style.com](http://Style.com), [Men.Style.com](http://Men.Style.com), and [Concierge.com](http://Concierge.com).

### **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](http://Style.com)), men’s lifestyle ([Men.Style.com](http://Men.Style.com)), food ([Epicurious.com](http://Epicurious.com)), travel ([Concierge.com](http://Concierge.com)), and teen ([Flip.com](http://Flip.com)). CondéNet is an Internet unit of Condé Nast Publications.