

## CONDÉNET SITES' AWARD-WINNING VIDEOS NOW AVAILABLE ON V CAST VIDEO FROM VERIZON WIRELESS

*New CondéNet Channel Features Video from Epicurious.com, Style.com, Concierge.com, Men.Style.com, and Wired.com*

**LAS VEGAS, BASKING RIDGE, N.J., and NEW YORK** – From CTIA WIRELESS

2008, Verizon Wireless, the nation's leading wireless service provider, and CondéNet, the leading developer of upscale lifestyle brands online, announced today the CondéNet channel on V CAST Video from Verizon Wireless. Making its debut in the Lifestyle category on V CAST-enabled phones, the channel features CondéNet's award-winning videos, including the latest from Style.com, Epicurious.com, Men.Style.com, Concierge.com, and Wired.com.

With CondéNet on V CAST Video, Verizon Wireless customers can initially select from 40 CondéNet videos, including:

- Style.com's "Designer Profiles" videos of Chloe Sevigny and Vera Wang
- Men.Style.com's "Obsessives" featuring designers like Paul Smith and Philip Crangi and their favorite things
- Epicurious.com's "Kitchen Tour" videos showing food-loving celebrities in their own kitchens, including designer Isaac Mizrahi and Chef Charlie Palmer
- Concierge.com's "24-Hours In..." series with top restaurant, nightlife, shopping, and attraction picks in destinations like New York City and London
- Wired.com's ride in the self-driving robot car, Boss, winner of the 2007 Darpa Urban Challenge

Jennifer Byrne, director of V CAST Video and social media for Verizon, said, "The CondéNet channel on V CAST Video delivers video focused on style and sophistication to our customers and serves as another example of our commitment to putting relevant services in our customers' hands."

“We are excited to reach new and existing customers of our iconic online brands as the mobile video space continues to grow and further extend our multi-platform distribution of our digital videos,” said Richard Glosser, CondéNet’s executive director of emerging media and partner integration. “Whether taking a virtual tour of the famous Rue Moffetard Market with Concierge.com or discovering the fashion-frenzied intersection of New York’s Prince and Mercer Streets with Style.com, Verizon Wireless customers can indulge their passions for food, travel and fashion while on-the-go with CondéNet’s videos on V CAST Video.”

Customers with select V CAST-enabled phones can check out V CAST whenever they want for just \$3.00 for 24-hour use or by signing up for the \$15.00 V CAST VPak monthly subscription, which also includes access to Verizon Wireless’ ESPN MVP, Get It Now<sup>®</sup> and Mobile Web 2.0<sup>SM</sup> services. Customers get unlimited basic video – including CondéNet videos – but application download fees apply for 3D games and premium video. There are no airtime or megabyte charges to download, stream or watch V CAST content with any V CAST subscription.

For more information about Verizon Wireless products and services, visit a Verizon Wireless Communications Store, call 1-800-2 JOIN IN or go to [www.verizonwireless.com](http://www.verizonwireless.com).

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### **About Verizon Wireless**

Verizon Wireless operates the nation’s most reliable wireless voice and data network, serving 65.7 million customers. Headquartered in Basking Ridge, N.J., with 69,000 employees nationwide, Verizon Wireless is a joint venture of Verizon Communications (NYSE: VZ) and Vodafone (NYSE and LSE: VOD). For more information, go to: [www.verizonwireless.com](http://www.verizonwireless.com). To preview and request broadcast-quality video footage and high-resolution stills of Verizon Wireless operations, log on to the Verizon Wireless Multimedia Library at [www.verizonwireless.com/multimedia](http://www.verizonwireless.com/multimedia).

### **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.