

CONDÉNET ACQUIRES SFO*MEDIA

-- Popular blogs to enhance travel offering --

NEW YORK, NY, April 24, 2008 – CondéNet, the leading creator and developer of upscale lifestyle brands online, has acquired SFO*Media, publisher of the travel blogs HotelChatter.com and Jaunted.com. The deal was announced today by Sarah Chubb, President of CondéNet. Terms of the deal were not disclosed.

This acquisition allows CondéNet to expand its travel offering by building on and complementing its upscale Concierge.com property. All three sites offer a premium service to travelers. HotelChatter.com is dedicated to covering everything related to hotels and lodging around the world. Jaunted.com is a pop culture travel guide, delivering constantly updated travel know-how. The blogs attract nearly one million unique users per month.

“HotelChatter.com and Jaunted.com each have strong voices in the travel world, attracting a large community of passionate travelers,” Chubb said. “This deal increases our travel footprint and adds to our portfolio a group of sites for advertisers who target an active, passionate, and upscale consumer.”

“Teaming up with CondéNet will allow us to have a larger voice and presence in the online community and provide access to the top advertisers in this category,” Mark G. Johnson, founder, SFO*Media said.

The blogs will continue to operate as standalone brands and will be cross-promoted where relevant on Concierge.com. Johnson will join CondéNet as a senior director, continuing to run the sites.

The Concierge.com sales team will sell placement on the blogs, both individually and included in packages with Concierge.com and cntraveler.com.

About SFO*Media

SFO*Media publishes daily web magazines that focus on travel, namely HotelChatter.com and Jaunted.com. The companies publications have quickly become a must read for frequent travelers, media professionals, business travelers, hoteliers, vacationers, and travel enthusiasts worldwide.

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), and travel (Concierge.com). CondéNet is an Internet unit of Condé Nast Publications.

