

MEN.STYLE.COM NAMES ASSOCIATE PUBLISHER

NEW YORK, October 26, 2006 – MEN.STYLE.COM, the online home of *GQ* and *Details*, today announced that Jeff Lundwall has been promoted to the position of Associate Publisher. Lundwall previously held the position of Advertising Director of MEN.STYLE.COM and STYLE.COM, the online home of *Vogue* and *W*.

In his new role, Lundwall will have an increased focus on running the sales organization for MEN.STYLE.COM, while maintaining his responsibilities for STYLE.COM. Lundwall will continue reporting to Marcia Kline, Publisher of both STYLE.COM and MEN.STYLE.COM.

“Jeff was instrumental in making MEN.STYLE.COM a category leader from the beginning,” said Kline. “As the site is approaching its second year, we wanted to ensure its continued success by moving Jeff to the Associate Publisher role. Ad revenue for the site is up 50% this year vs. the same period in 2005, and under Jeff’s leadership that number will only increase.”

Lundwall joined the company in 2004 as an Advertising Manager for STYLE.COM and within a year was promoted to Advertising Director, where he was focused on launching MEN.STYLE.COM. Previously he was an Advertising Manager at *Fast Company* magazine. Lundwall has been selling interactive media for the past eight years and is also credited as the co-founder of two Internet companies.

About MEN.STYLE.COM

MEN.STYLE.COM is the first web site to offer hip and authoritative fashion and style coverage to men. Featuring trend reporting, news on style and entertainment, buying guides for the latest gadgets and gear, and comprehensive runway coverage of the Milan, Paris, and New York shows, MEN.STYLE.COM offers readers a complete fashion experience. MEN.STYLE.COM continues the legacy of its successful sister site, STYLE.COM, and is the online home of *GQ* and *Details*. Based in New York, MEN.STYLE.COM is a property of CondéNet, the leading creator and developer of upscale lifestyle brands online.