

STYLE.COM

Style.com and Men.style.com To Sell Advertising on The Sartorialist

New York City, July 9, 2007 – Style.com and Men.style.com have today entered into an agreement to sell advertising for The Sartorialist, the influential style blog. This announcement marks the one of the first times that CondéNet, which operates Style.com and Men.Style.com, will sell advertising for a media outlet that is not a company brand. The agreement will go into effect as of September 1, 2007.

The Sartorialist, www.Sartorialist.com was founded by Scott Schuman, a fashion industry veteran in September 2005. The blog currently has over a million visitors per month and 2.2 million page views. In May 2006, Scott Schuman was enlisted by the editors at Men.style.com to document well-dressed men around the globe, supplying candid photography with astute commentary. The success of this partnership led to a similar arrangement with sister publication, Style.com.

“There are many synergies between the sites and The Sartorialist, and as such we will now be able to offer our advertising clients access to a leading fashion blog,” said Dee Salomon, Senior Vice-President, CondéNet. “Scott’s relationship with our fashion sites has progressed over the last several years and this is a natural next step in our partnership.” Schuman adds, “With the implementation of advertising on the site, I will be able to fully realize its next direction. I will be able to bring in staff to develop profile and features while leaving myself free to continue doing what I love...shooting on the street”.

Selected as one of Time’s Style & Design Magazine’s 100 Design Influencers, Schuman worked in sales and marketing for high-end designer collections, (Valentino, Helmut Lang and Jean-Paul Gaultier) before operating his own multi-line showroom. In addition to the blog, Schuman writes a monthly column for GQ Magazine, has directed intersection videos for Style.com and has photographed fashion editorials for British Elle, GQ and Wallpaper, among others.

About STYLE.COM

Launched in September 2000, STYLE.COM has become the definitive online fashion destination. Combining gorgeous design with world-class editorial, the site offers comprehensive runway coverage of all the major fashion shows; lavish and authoritative reports on seasonal trends; the latest social, celebrity, and fashion news; beautifully packaged shopping guides; and lively, informed takes on the intersection between fashion and pop culture.

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.