

STYLE.COM

STYLE.COM BREAKS MORE FASHION WEEK RECORDS

NEW YORK, September 18, 2006 – STYLE.COM today announced that the site hit a new high for page views during New York Fashion Week. 54.5 million page views were recorded over the 7-day period from September 11-17. On Thursday September 14, the site received a staggering 9.49 million views, a new one-day high.

The weekly page view number represents a 59% jump over the same period last year, and a 30% increase over the site's previous weekly high, which took place during February 2006 New York Fashion Week.

"We are thrilled that more readers than ever are turning to STYLE.COM for their fashion news and coverage – we are a source for everyone from editors to stylists to anyone who has an interest in fashion," said Editor in Chief Dirk Standen. "We strive to keep our reporting and features fresh, and are going more in depth to make our loyal readers feel like they are at the shows."

For this Fashion Week, STYLE.COM added several new elements, including "Tent Talk," an up-to-the-minute blog featuring the latest news from the shows, the street, and the after parties; photo essays from The Sartorialist, exciting behind-the-scenes videos with designers and more.

In October, the site will further expand its video offerings by adding new original video covering designers, parties and fashion. The site will showcase two new video segments each week from 10 different formats, such as man-on-the-street interviews with style setters and pieces showcasing the hidden talents and hobbies of industry notables and designers. STYLE.COM will also introduce an animated fashion advice segment with a character based on the site's Executive Fashion Director Candy Pratts Price.

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STYLE.COM, a CondéNet publication, is the definitive fashion website, extending the editorial authority of *Vogue* and *W* magazines to the Internet. Offering comprehensive runway coverage with over 50,000 photos, authoritative trend reporting, the latest social, celebrity and fashion news and interactive forums on every aspect of the fashion industry, STYLE.COM offers visitors a total fashion experience. Based in New York, STYLE.COM launched in September 2000.

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