

MEN.STYLE.COM UNVEILS A NEW INTERACTIVE GUIDE, THE UPGRADER

-- Pioneer Online Men's Lifestyle Site Expands Coverage of Style, Gear, and Living --

NEW YORK – October 22, 2007 – MEN.STYLE.COM, the first Web site to offer hip, informed fashion and style coverage to men, today unveils an entirely new section, The Upgrader. This is both a major new initiative for the site and a reflection of MEN.STYLE.COM's rapid growth, which includes a 152% year-on-year jump in unique monthly visitors.

Expanding the site's expertise beyond fashion, The Upgrader will offer readers in-depth coverage related to gear and gadgets, cars, watches, food and drink, hotels, and pop culture--"all the important issues confronting today's man," as the editors jokingly put it. The Upgrader will provide news and authoritative buying information for men who want to be the first to know about the latest products and lifestyle developments.

"The launch of this new section is a natural extension of our brand," said Dirk Standen, editor in chief of the site. "MEN.STYLE.COM has a very loyal, fast-growing user base of men who pay close attention not just to how they dress but to style and quality in general. Obviously, they spend money across a range of high-end products and experiences, and they're very discerning about how they do it. Consumers have never been more inundated with stuff, and The Upgrader aims to be a useful, very focused, and hopefully witty source of information on what--and what not--to buy."

In addition to regularly updated editorial content, The Upgrader features a number of interactive elements. Hotlists covering topics from cell phones to sunglasses to travel destinations give readers the opportunity to vote for their favorites and add their comments, offering a real-time indication of the most relevant products in any given category at any given moment. "Our readers are already arguing the merits of this phone versus that phone in our forums, and our goal is to provide them with a new, expanded framework for those kinds of debates," said Standen. "Although there is a proliferation of Web sites out there, from the huge car sites to blogs, none combine all the interests of our readers. We hope to be as entertaining and informative here as we are with our fashion coverage."

The following advertisers, a number of them new to the site, have committed to the launch: Braun, Belvedere Vodka, Johnnie Walker, and Hummer. Braun will be the sponsor of the Style category within The Upgrader.

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 and style 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.