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STYLE.COM NAMES NEW EDITOR-IN-CHIEF, HIRES NEW PUBLISHER

NEW YORK, October 12, 2005 – STYLE.COM, the online home of *Vogue* and *W*, and MEN.STYLE.COM, the online home of *GQ* & *Details*, today announced the appointment of a new Editor-in-Chief and a new Publisher.

Effective immediately, Dirk Standen will become Editor-in-Chief of the two sister sites. Previously, Standen was Deputy Editor of CondéNet, where he oversaw day-to-day activity across the network of destination sites. Prior to joining the company in 2003 Standen was a freelance writer and editor, contributing to *GQ*, *Details*, *Food and Wine*, *The New York Observer*, and other magazines. He has also held senior editorial positions at several major internet publications, including Microsoft's Sidewalk.com. In his new role, Standen will report into CondéNet Editorial Director Jamie Pallot.

"This is great news for two reasons," said Pallot. "First, I know that Dirk is going to do a brilliant job, and make both sites even better. Second, this reflects the amazing growth we're enjoying across the CondéNet network. We're responding to that expansion with a new management structure, of individual editors-in-chief for each site."

Also today, Marcia Kline, formerly the Publisher of *Child Magazine*, joins CondéNet as Publisher of both STYLE sites. At *Child* Kline was responsible for developing the strategy and implementation of all aspects of the parenting lifestyle magazine, prior to which she was the Associate Publisher of Condé Nast *Traveler*. In her new role Kline will be responsible for overseeing the advertising revenue stream for both sites. She will report to Dee Salomon, Senior Vice President and Managing Director of the STYLE sites.

"Marcia has a long track record of working in innovative ways with leading advertisers and their agencies," said Salomon. "Both STYLE sites are exceeding our advertising expectations for 2005 and we look forward to having Marcia on board as we continue to work with advertisers to push the envelope on what can be done online."

STYLE.COM

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.

MEN.STYLE.COM

MEN.STYLE.COM is the first website 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*.

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 significant online properties in the categories of food (Epicurious.com), travel (Concierge.com), and fashion (STYLE.COM and MEN.STYLE.COM). Based in New York, CondéNet is owned by CondéNast, a privately held media company.

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