

## Downloadable Fashion Application Reaches 1 Million Ads Served Mark

*Over 70,000 Users Download Style.com iPhone Application*

New York, NY.–Sept 30, 2008–Style.com announces that since the launch of its fashion application for the iPhone and iPod Touch one month ago, the program has been downloaded on over 70,000 unique devices. The free app, available worldwide from the Apple App Store, displays the latest fashions from the runways of New York and Europe in amazing clarity straight onto a user's device.

As a result of the success, 1 Million ads have been served through the application platform. The Style.com application continues to retain placement on the Top 10 "What's Hot" listing on the Apple App store.

Highlights include:

- **Over 1.1 Million Ads** served since Aug. 29th
- Active users in a single day have grown to nearly **9000**.
- The application is now running on over **70,000** unique devices.
- New downloads have retained a steady rate of **3,000+** unique devices per day

The application is available free from Apple's App Store on iPhone and iPod touch or at [www.itunes.com/appstore/](http://www.itunes.com/appstore/)

### About STYLE.COM

Style.com is the definitive fashion Web site, extending the editorial authority of Vogue to the Internet. Offering comprehensive runway coverage with more than 125,000 photos; authoritative trend reporting; the latest in social, celebrity, and fashion news; and interactive forums on every aspect of the fashion industry, Style.com provides visitors a total fashion experience.