

STYLE.COM PHOTOBOOTHS WELCOME GUESTS AT THE VH1/VOGUE FASHION AWARDS

NEW YORK (October 10, 2002) - Style.com, the online home of Vogue magazine, will host two photoboosts at the VH1/Vogue Fashion Awards, which airs live Tuesday, October 15th. As celebrities and guests enter the event at Radio City Music Hall, they will have the opportunity to take a candid picture at one of the booths. All pictures will be posted on Style.com as part of red carpet coverage of the event.

The photobooth was designed by Guy Williams, the designer behind the bottle for Glow, the new fragrance by J.Lo. The booth's design is a 6-foot high teardrop shape, and reflects the clean and sophisticated look of the website. The booths are open so that guests can use them easily as they enter the event.

For ticket holders entering through the grand foyer, there's added excitement: In addition to automatically posting their pictures on Style.com, guests can email the picture to friends and family at home, along with a message.

Photos of celebrities using the booth will be available through DMI immediately after the event is over, contact Lesley at (607) 263-2090.

Style.com worked with *EarthCam*, the leading network of live webcams to provide the technology behind the program.