

STYLE.com Names Online Media Veteran Jamie Pallot as Editor in Chief

New York (May 31, 2001) -- STYLE.com, the leading online fashion resource, announced today the appointment of Jamie Pallot as editor in chief. With over a decade of experience in print and online media, Mr. Pallot will further develop STYLE.com as an influential and powerful force in the world of online fashion.

Mr. Pallot will be responsible for the editorial, design and production teams at STYLE.com. He joins the site on June 13th and will report directly to Managing Director Goli Sheikholeslami.

"As a seasoned editor with a strong media background and extensive online experience, Jamie will strengthen STYLE.com's position as the foremost fashion content and commerce destination online," said Sheikholeslami. "His talent and vision will be an enormous asset to us as we continue to grow and improve the site's offerings."

Before joining STYLE.com, Mr. Pallot worked as an editorial consultant at Time Inc. Interactive, chiefly on People.com. His duties involved overseeing a comprehensive site redesign, running the site's day-to-day operations and improving lines of communication between the site, People magazine and AOL. In addition, Mr. Pallot spent three years at New York Sidewalk, where he was responsible for the overall content, tone, look and feel of the leading online city guide.

Mr. Pallot has also lent his expertise to a variety of successful ventures as editorial director of Shift Multimedia, entertainment editor at iGuide (now TV Guide Online), editorial director of News America New Media, editor of the Virgin Movie Guide and editorial director of Baseline. In addition, he has appeared on CNBC as an expert on the entertainment industry.

Mr. Pallot attended St. Catherine's College at Oxford as a doctoral student and received his master's degree from the University of Southampton. He completed his undergraduate work at the University of Sussex with a year of study at the University of the Sorbonne.

About STYLE.com

Harnessing the expertise and authority of Vogue and W, STYLE.com is the leading online fashion resource. Offering consumers a total fashion experience, STYLE.com features an online store with must-have fashions from the world's top designers, comprehensive and up-to-the-minute fashion show coverage, authoritative trend reports, the latest fashion and Society news and celebrity photos. Based in New York, STYLE.com launched in September 2000 and is a property of CondéNet, the leading creator and developer of upscale lifestyle brands online.