

Neimanmarcus.com Announces Partnership with Style.com, Exclusive Online Home for W & Vogue Magazines

IRVING, Tx (September 15, 2000) -- Neiman Marcus, recognized as America's premier upscale retailer, announces today a new partnership with CondéNet's Style.com, the online portal for the Condé Nast and Fairchild Consumer Magazine Division fashion publications. NeimanMarcus.com will serve as the exclusive online resource for prestigious brands in women's apparel and accessories for Style.com.

Style.com will launch this September as the exclusive online home for Vogue and W magazines. In November, an edited assortment of merchandise chosen through a collaboration between Neiman Marcus and Style.com will be available for sale. The consumer's entire shopping experience from selection to checkout will be on Style.com in a specially created co-branded area on the site. Neiman Marcus.com will manage inventory, process and ship customers' orders from its distribution facility in Irving, TX.

"NeimanMarcus.com was the first specialty retailer to offer the finest in luxury and designer merchandise on the Internet," said Karen Katz, president and CEO of Neiman Marcus Direct. "By joining forces with Style.com, we will leverage the strength of both companies to continue to build the long-term value of our brands and enhance our strong relationships with upscale consumers."

"Consumers have long trusted Vogue and W to define fashion trends and direct their buying decisions, and that same expertise will transfer to Style.com," said Goli Sheikholeslami, managing director of Style.com. "Now, the alliance of NeimanMarcus.com and Style.com positions the companies as a fashion powerhouse, while the industry continues to increase its online presence."

"We've taken everything we have learned in five years and are applying it to the most recognized franchise our company holds," said Sarah Chubb, president of CondéNet. "The NeimanMarcus.com and Style.com alliance marks a new day for fashion online."

About NeimanMarcus.com

NeimanMarcus.com, launched in October 1999, offers customers access to the largest collection of current designer merchandise and luxury brands on the Internet. Many designer offerings are available online exclusively through NM's Web site. The site was recently named "Best of the Web" in the luxury retailing category by Forbes magazine for the second year in a row.

NeimanMarcus.com utilizes the latest technology to bring to the Internet the high level of customer service for which Neiman Marcus is best known. Highlights include the NM Virtual Studio/Personal Shopper Program, which makes available all the inventory from its largest store, 24-hour instantaneous customer assistance via real time online chat and fractal zoom for up-close looks at details.

In addition to Neiman Marcus Stores and Neiman Marcus Direct, the company's direct marketing business, The Neiman Marcus Group includes Bergdorf Goodman, the luxury retailer in Manhattan.

About CondéNet

CondéNet is the leading creator and developer of upscale lifestyle brands online, providing enjoyable, useful services that tie into and build upon the heritage of the world's most prestigious magazines. Today, CondéNet owns the deepest online brands in the vertical categories of food (Epicurious), travel (Concierge), relationships (Swoon), fitness (PHYS), and fashion (Vogue.com). Style.com, the company's definitive fashion Web site, will launch in September 2000. Based in New York, CondéNet is owned by Advance Publications, Inc., a privately held media company.