

STYLE.COM REACHES RECORD-BREAKING 34 M PAGE VIEWS DURING NY FASHION WEEK

NEW YORK, September 19, 2005 – STYLE.COM, the definitive fashion website, today announced that it broke all previous readership records during New York Fashion Week, garnering 34 million page views over the 7-day period from September 12-18.

The numbers represent a 36% jump over the same period last year, and a 21% increase over the site's previous weekly high, during the week of the Paris fall collections and the 2005 Oscars

"We're absolutely thrilled with this news," said Editor in Chief Jamie Pallot. "However, it's not just about numbers. The quality of our coverage, from our fashion show reviews to our reporting on news and trends, has never been higher. And that's reflected in a loyal, enthusiastic audience that keeps coming back for more."

STYLE.COM was the recipient of the National Magazine Award for General Excellence Online this year.

About STYLE.COM

STYLE.COM 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 and is a property of CondéNet, the leading creator and developer of upscale lifestyle brands online.

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.com), and fashion (STYLE.COM and MEN.STYLE.COM). Based in New York, CondéNet is owned by Advance Publications, Inc, a privately held media company.