

CONDÉ NAST

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CONDÉ NAST INVESTS IN CLOUD-BASED AD PLATFORM FLITE

Relationship Pairs Premium Content with Best-in-Class Technology to Deliver Greater Engagement and Maximize ROI

New York, NY, August 20, 2012 — [Condé Nast](#) announced today that it had invested in and will use the cloud-based platform [Flite](#) to deliver enhanced, rich media display ads to the company's portfolio of clients.

"Flite is a valuable addition to Condé Nast's arsenal of development tools," said Josh Stinchcomb, vice president corporate partnerships at Condé Nast. "Pairing it with our award-winning custom content and creative, we'll be able to produce some of the most unique web ad experiences in the industry."

Flite enables brands to build, measure and update interactive ads in real time to dramatically increase the engagement and value of each impression. The platform integrates social, video, reviews, movie show times, weather, buy now, live chat and other powerful functionality without leaving the ad. Flite provides comprehensive in-unit analytics, which measure detailed engagement, empowering publishers to optimize content and messaging instantly.

Leading brands and agencies that rely on the Flite platform to create, distribute and manage campaigns include L'Oreal, CBS, Charles Schwab, Forbes, General Mills, IDG, Microsoft, P&G, Salesforce, Starcom Mediavest, *The Atlantic* Universal McCann, Sony Music, AMC Entertainment, Federated Media, Fox News Digital, LinkedIn, Orbitz, Time Warner Cable, Estée Lauder, Tribune Interactive.

For additional information regarding Flite, visit <http://www.flite.com>.

Condé Nast is home to some of the world's most celebrated media brands. In the United States, Condé Nast publishes 18 consumer magazines, four business-to-business publications, 27 websites and more than 50 apps for mobile and tablet devices, all of which define excellence in their categories. The company also owns Fairchild Fashion Media (FFM), whose portfolio of brands serves as the leading source of news and analysis for the global fashion community. Condé Nast has won more National Magazine Awards over the past ten years than all of its competitors combined. For more information, visit [CondeNast.com](#) or follow us on Twitter [@CondeNastCorp](#).

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