

VOGUE

For Immediate Release

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September Vogue Issue, Largest in Magazine's 112 Year History, Introduces the Ability to Actually Shop the Pages of Vogue

VOGUE, the Most Influential Fashion and Shopping Magazine
Introduces SHOPSEPTEMBERVOGUE.COM,
Creating Unprecedented Impact for Advertisers and a New Shopping Experience for Consumers

New York, NY - - August 19, 2004 – The September issue of Vogue celebrates a record-breaking landmark. The issue is the biggest in the 112-year history of Vogue, and the largest monthly consumer magazine on record. Counting 832 pages and weighing in at 5 pounds 6 ounces, the issue is so big it had to be printed as 3 magazines and then bound together. Vogue's Publisher and Vice President Tom Florio credits SHOPSEPTEMBERVOGUE.COM with helping the magazine generate the unprecedented 648 ad pages in the September issue.

With the introduction of SHOPSEPTEMBERVOGUE.COM, the magazine offers, for the first time ever, a system that actually provides the opportunity to shop the pages of the magazine. Created in conjunction with the coveted and history-making September Vogue fall fashion issue, the website employs new technology that brings the magazine's extraordinary advertising pages to life for the public to shop in a ground-breaking way. Shoppers can easily buy (or browse) the season's best offerings with a few simple clicks when SHOPSEPTEMBERVOGUE.COM debuts on the web August 24th.

Using a patented system developed by the Atlanta-based technology company Active8, the program brings the magazine's readers directly to point-of-purchase, where they buy right off the page.

SHOPSEPTEMBERVOGUE.COM is easy and entertaining. Once online, it's simple to select the exact VOGUE page you are interested in and click on various spots on the ad, triggering product detail and an offer to buy. On a cosmetic page, for example, pointing the cursor on the model's lips will display the exact color and lip product she is wearing.

Pointing to her eyes, shoppers see the latest eyeshadow and color used. And with a simple movement, her fragrance, nail color or skin treatment are detailed for purchase. And with a click, a list of local retailers and in most cases, an immediate opportunity to buy is offered.

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SHOPSEPTEMBERVOGUE.COM will be live on the web August 24th through October 31st and offers a \$5,000 fall wardrobe contest that is open to all.

Images, demonstration footage and interviews are available upon request.

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