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**MSN, Hachette Filipacchi Media U.S. and BermanBraun Unveil Glo, a  
Premium Online Lifestyle Destination for Women**

*New site features an innovative design that creates the feel of a magazine experience on the Web for women seeking style, beauty and lifestyle content.*

**REDMOND, Wash.; LOS ANGELES; and NEW YORK — April 6, 2010 —** MSN, Hachette Filipacchi Media U.S. (HFM U.S.) and BermanBraun today announced the launch of Glo ([www.Glo.com](http://www.Glo.com)), a lifestyle site that focuses on style, beauty, living and relationship content through a uniquely engaging and dynamic experience. Glo provides users with everyday inspiration and practical ways to attain their best life. It combines the imagery and feel of a magazine with the appeal of a dynamic site such as WONDERWALL, to offer an online destination that is neither traditional Web nor print, but a unique escape for women on the Web.

Glo utilizes a unique vertical scrolling method, a feature that is exclusive to the site as an online lifestyle destination. Glo presents its topics daily with a fresh and in-the-know perspective, filled with glossy, full-screen photo galleries, videos, and unique features. Glo features original content from its editorial team, HFM U.S. properties, MSN properties and relevant content from popular lifestyle sites including Sugar/Sugar Entertainment, LimeLife, Modelinia, Remodelista and more. Key features of Glo include the following:

- **Scrapbook.** This feature allows readers to save a custom page of their favorite images and ideas from the site, just as if they were tearing them out of a magazine.
- **Sharing tools.** Sharing tools are included on each page and allow readers to share articles, videos and more with friends and family via e-mail, Twitter, Facebook and Windows Live.

- **Bing integration.** Bing, the new generation of search from Microsoft, is deeply integrated throughout Glo. Bing is a decision engine that offers a faster way to make more informed choices.
- **Facebook.** This feature allows customers to comment on articles and videos they see on Glo using their Facebook login information.
- **Full-screen photo galleries.** Glo is loaded with visually compelling, full-screen photo galleries, covering a range of topics that are better seen than read, such as the best shade of red lipstick and chic body art.

The design, programming and operations of the new digital brand will be spearheaded by BermanBraun and HFM U.S. Glo is accessible at [www.Glo.com](http://www.Glo.com), as well as through the MSN home page, editorial programming across the MSN network, and across HFM U.S. online properties.

MSN will lead the advertising sales efforts along with HFM U.S. on selected accounts. Major brands such as Vaseline, JCPenney and Fox Broadcasting Company have signed on as inaugural advertisers.

“We are very happy to be partnering with MSN on the launch of the Glo Web site on behalf of the Vaseline<sup>®</sup> Aloe Fresh lotion line,” said Srini Sripada, marketing director, Unilever Skin Care. “Our goal is to communicate the light, refreshing sensory benefits of the line, and we believe that Glo provides a unique opportunity to reach women who are looking for light, fresh content. We are excited to be engaging in this endeavor.”

Anne Weintraub, who has held various positions at ELLE including former online director, has been appointed as the executive editor of Glo. She has deep editorial experience running online lifestyle experiences dating back to 1999 when she was the founding editor of Beautyjungle.com. Weintraub also worked as a beauty editor at Vogue, and as a freelance journalist for magazines such as InStyle, Harper’s Bazaar and Self.

Women spend more time online looking at lifestyle content than any other category, with 68 percent saying that going online is a great way to relax and 45 percent marking it as the most

peaceful part of their day.<sup>1</sup> For MSN, lifestyle is among the most popular content categories, reaching more than 8.2 million unique users a month. MSN will offer Glo in conjunction with its lifestyle portfolio, including MSN Lifestyle, Delish and MSN Health & Fitness.

“Lifestyle is one of our top content priorities because of its popularity among consumers and advertisers, and Glo is a great addition to our lifestyle portfolio. The launches of the new MSN home page and WONDERWALL have shown us the importance of delivering visually compelling and innovative designs and how quickly we can attract millions of customers using the distribution power of MSN,” said Scott Moore, regional partner executive producer, MSN. “We’re excited to build on our successful partnership with BermanBraun, adding the category branding expertise and panache of HFM U.S. to deliver a compelling new lifestyle experience on MSN.”

“Following our successful partnership with MSN in bringing WONDERWALL to the celebrity entertainment space, we are thrilled to be partnering with Hachette and MSN to create Glo — a new and unique lifestyle brand. We believe the innovative design and distinctive tone of Glo will excite both the online audience and our advertising partners,” BermanBraun partners Gail Berman and Lloyd Braun said in a joint statement.

“Like all publishers, we are exploring different ways to deliver content onto all platforms,” said Alain Lemarchand, president and CEO, Hachette Filipacchi Media U.S. “We are very excited about creating a Web-only brand with an original voice that fills an open position in the marketplace. Our collaboration with our two outstanding partners MSN and BermanBraun has been a rich one with each team bringing distinct strengths and voices to the project.”

### **About BermanBraun**

BermanBraun is an independent media company whose three divisions — television, feature film and digital media — create and exploit entertainment content and advertising solutions throughout the world. The Santa Monica, Calif.-based company, founded by principals Gail Berman and Lloyd Braun in January 2007, has separate strategic global alliances with NBC and Microsoft to create and distribute creative content across all platforms.

In February 2009, BermanBraun launched WONDERWALL — the primary celebrity destination on the MSN Network, ranking ahead of TMZ.com and People.com in traffic, with number one user engagement in the celebrity news space. BermanBraun is presently producing two network series for the 2009/2010 television season, including MERCY on NBC and ACCIDENTALLY ON PURPOSE on CBS. BermanBraun is also producing the series IS SHE REALLY GOING OUT WITH HIM? for MTV and SWORDS for The Discovery Channel.

#### **About Hachette Filipacchi Media U.S. (HFM U.S.)**

Hachette Filipacchi Media U.S. (HFM U.S.), [www.hfmus.com](http://www.hfmus.com), is an innovation-driven company with a heritage as strong brand builders, experts and producers of credible content on all platforms including print, Web sites, mobile, television, radio, events, books and other brand extensions. We look to the future and create it, by developing new ideas and directions to deepen relationships making them more rewarding for our communities. Our engaged audiences of over 40 million people and editorial environments deliver rich opportunities for advertisers and partners. We produce brands in the following categories: Fashion, Beauty and Design (ELLE, ELLE DECOR, and ELLEgirl); Women & Wellness (Woman's Day, Woman's Day Special Interest Publications); Automotive (Car and Driver and Road & Track as part of Jumpstart Automotive Group); Motorcycling (Cycle World) and Entertainment (Premiere). HFM U.S. is

part of Lagardère's (www.lagardere.com) media division Lagardère Active, a producer of special-interest content in more than 40 countries.

### **About MSN and Windows Live**

Overall, MSN, Windows Live and Microsoft.com attract more than 600 million unique users worldwide per month. With localized versions available globally in 46 markets and 21 languages, MSN is a world leader in delivering Web services to consumers and online advertising opportunities to businesses worldwide.

### **About Microsoft**

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

<sup>1</sup> BabyCenter as cited in "Moms Online: More Influential than Ever," eMarketer, June 2009

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