

Style.com Announces Application on Apple App Store

Downloadable Fashion Focused Application For iPhone and iPod touch

New York, NY.–Aug 29, 2008–Style.com today announced the availability of its application for iPhone and iPod touch. This free app, available worldwide from the Apple App Store, displays the latest fashions from the runways of New York and Europe in amazing clarity straight onto a user's device.

"Fashion devotees will now be able to view their favorite runway shows from New York City and Europe in the palm of their hand just hours after they happen live," said CondeNet Editorial Director Jamie Pallot. "Style.com has always been about the point where fashion meets technology, and this new application for iPhone and iPod touch lets us deliver on that promise in a whole new way."

The innovative Multi-Touch user interface and the richness of the 3.5-inch display on these devices means fashion content looks stunning and Style.com has also tailored its core web site content, including fashion show photos, Style File blogs, reviews, couture shows and video feeds, to take full advantage of the many unique features of iPhone and iPod touch.

Spotlight Mobile, Inc. was Style.com's technology partner for the app .

The application is available free from Apple's App Store on iPhone and iPod touch or at

www.itunes.com/appstore/

About STYLE.COM

Style.com is the definitive fashion Web site, extending the editorial authority of Vogue to the Internet. Offering comprehensive runway coverage with more than 125,000 photos; authoritative trend reporting; the latest in social, celebrity, and fashion news; and interactive forums on every aspect of the fashion industry, Style.com provides visitors a total fashion experience.

About Spotlight Mobile

Headquartered in Portland, OR, Spotlight Mobile is a pioneer in mobile device development. Offering a suite of tools and platforms upon which to deploy rich-media and location-based applications, Spotlight Mobile has launched mobile applications for organizations ranging from The Smithsonian to Nike. More info at www.spotlightmobile.com