

CITYBUZZ TO BE EXCLUSIVE PROVIDER OF VIDEO COVERAGE OF NYC FASHION WEEK FOR PEOPLE.COM

(NEW YORK)— September 3, 2008 – Citybuzz, the Wwb and TV visitors network announced today that they will be the exclusive video provider of New York City's Fashion Week to People.com, the #1 celebrity site on the web. Citybuzz, a division of Vidicom, will produce daily one-minute video reports that capture the fashion vibe on and off the runways, including celebrity attendees and backstage excitement.

"We are thrilled to provide our content to People.com and have them showcase the bi-annual style fest that captivates New York City and beyond," said **Cristy Ferer**, president and CEO of Citybuzz. **Mark Golin**, editor, People.com added: "We're excited to expand People.com's fashion coverage and give our visitors a behind the scenes look at what goes on at Fashion Week."

The daily videos from Citybuzz will launch on People.com on Friday, September 5, alongside dedicated People.com runway reports and photo galleries. Users can visit all of PEOPLE.com's fashion week content at www.people.com/people/fashionweek.

About Citybuzz

Citybuzz is a division of Vidicom, the New York City media company which created a worldwide media pool for fashion coverage 2 decades ago. Today Vidicom broadcasts pool coverage to TV networks, news feeds, websites, blogs and out of home networks in hotels and airports. People.com joins a roster of Vidicom fashion pool partners including CNN international, CBS, Internet Broadcasting Systems, "Daily Buzz " owned Acme Broadcasting Company and Sugar Inc, owners of pop sugar.com and coutorture.com

Citybuzz broadcasts visitors programming in airports, 300,000 hotel rooms in 18 markets, and on citybuzz.com. Citybuzz.com .Vidicom's style site stylewiz.com, will also broadcast daily fashion coverage.

About PEOPLE.com

PEOPLE revolutionized personality journalism in 1974 and is today the world's most successful and popular magazine. Each week, the PEOPLE brand brings more than 43 million consumers the latest news, exclusive interviews and in-depth reporting on the most compelling people of our time. PEOPLE.com is the premier web destination for celebrity news, photos, style and entertainment coverage. With reporters across the globe, PEOPLE is headquartered in New York City. For more information visit www.people.com.

Media Contacts:

TK/Vidicom, TK, TK

Claudia DiRomualdo/PEOPLE, 212-522-3502, claudia_diromualdo@peoplemag.com